DOCUMENT RESUME

ED 259 074 CE 040 170

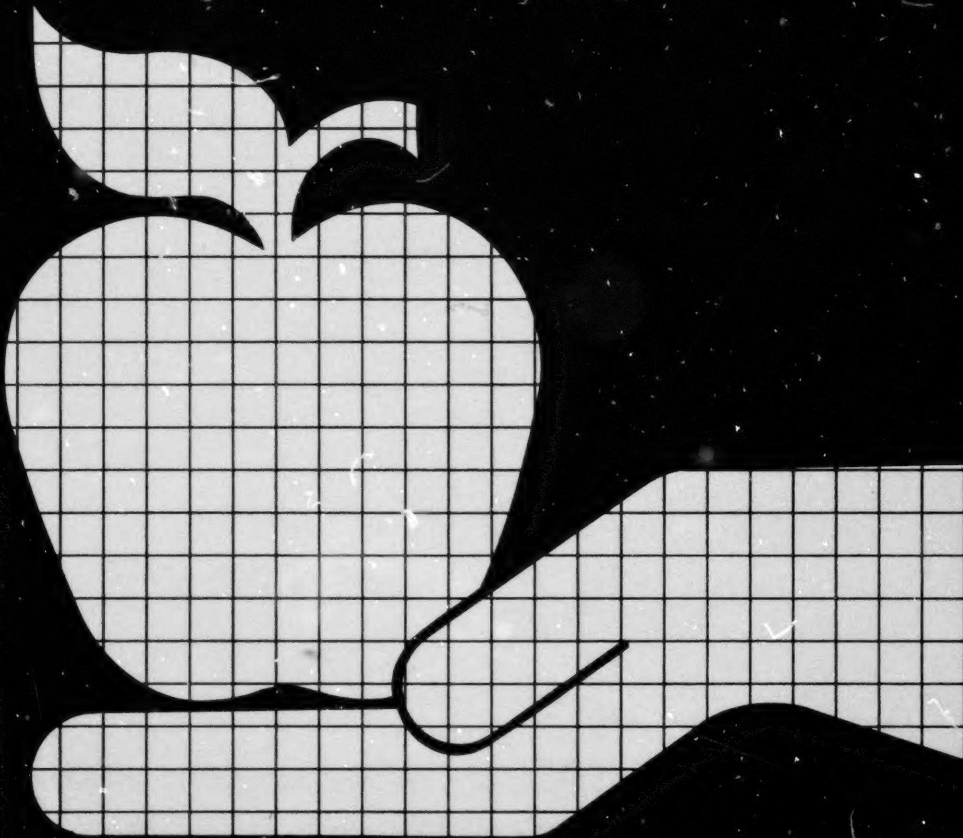
TITLE	Improving Student Performance in California. A Catalog of Business and Community Programs in Support of Local Education.
INSTITUTION	California Roundtable, San Francisco.
PUB DATE	84
NOTE	601p.
AVAILABLE FROM	California Roundtable, P.O. Box 7643, San Francisco, CA 94119-7643 ($30.00).
PUB TYPE	Reference Materials - Directories/Catalogs (132) -- Reports - Descriptive (141)
EDRS PRICE	MF03 Plus Postage. PC Not Available from EDRS.
DESCRIPTORS	Abstracts; Basic Skills; *Business; Business Education; *Career Education; Career Exploration; Community Cooperation; Community Programs; *Community Support; Conferences; Curriculum Development; Data Processing; Demonstration Programs; Economics Education; *Educational Improvement; Energy Education; *Financial Support; Inservice Teacher Education; Internship Programs; Minority Groups; Parents; Philanthropic Foundations; Scholarships; *School Business Relationship; School Community Programs; School Community Relationship; School Support; Special Education; Summer Programs; Vocational Education; Volunteers; Work Experience Programs; Youth Programs
IDENTIFIERS	Adopt a School; *California; *Corporate Support; Intergenerational Programs

ABSTRACT

This catalog contains more than 600 abstracts of model programs in California designed to help business, education, and community groups establish or expand partnerships in support of local education. An executive summary precedes the abstracts. The program abstracts are divided into 21 sections corresponding to specific forms of involvement. These include adopt-a-school programs; employee volunteer program; intergenerational programs; parenting programs; classroom materials and equipment; computer projects; math, science, and energy programs; basic skills development; career exploration; business and economic education; special education programs; minority student programs; summer youth programs; work experience; curriculum development and revitalization; teacher internships and training; school foundations; scholarship and recognition programs; educational nonprofit organizations; business association programs and community partnerships; and conference sponsorship. Every section begins with a brief discussion of the form of involvement. Each abstract includes program title, name(s) and title(s) of contact(s), company or organization, address, county, telephone number(s), program description, and descriptors. A program description form and index are appended. (YLB)

ED259074

A CATALOG OF BUSINESS AND COMMUNITY PROGRAMS IN SUPPORT OF LOCAL EDUCATION



U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☑ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

- Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

"PERMISSION TO REPRODUCE THIS MATERIAL IN MICROFICHE ONLY HAS BEEN GRANTED BY

M Anderson

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

IMPROVING
STUDENT PERFORMANCE
IN CALIFORNIA

TABLE OF CONTENTS

	Tab	PAGE
Executive Summary	1	
Adopt-A-School Programs	2	8
Employee Volunteer Programs	3	46
Intergenerational Programs	4	62
Parenting Programs	5	75
Classroom Materials and Equipment	6	87
Computer Projects	7	148
Math, Science and Energy Programs	8	168
Basic Skills Development	9	210
Career Exploration	10	221
Business and Economic Education	11	254
Special Education Programs	12	280
Minority Student Programs	13	300
Summer Youth Programs	14	315
Work Experience	15	338
Curriculum Development and Revitalization	16	387
Teacher Internships and Training	17	396
School Foundations	18	427
Scholarship and Recognition Programs	19	440
Educational Nonprofits	20	487
Business Association Programs and Community Partnerships	21	528
Conference Sponsorship	22	552
Appendix	23	557

EXECUTIVE SUMMARY

Background

The California Roundtable is an organization of the chief executive officers of 88 of California's principal businesses. The purpose of the California Roundtable is to identify, research and recommend solutions to long-range issues which could impact the state's economy.

Recognizing that a high quality education system is critical to the economy, and in view of national reports which indicate a serious decline in student performance of basic skills, the California Roundtable commissioned a study by Berman, Weiler Associates to assess education issues in California.

In January 1983, the California Roundtable released the results of that study, entitled "Improving Student Performance in California." The report revealed that:

- over the last decade, student skills in California and in the nation as a whole have declined in reading, writing, mathematics and science;
- this decline has been particularly noticeable for complex skills (e.g., solving math problems or thinking critically), whereas rudimentary skills have stabilized or improved slightly;
- fewer students today reach high levels of attainment of complex skills, in California and across the nation;
- problems with complex skills affect students at all levels from the college-bound to those who enter the work force right out of high school; and
- many employment-bound students are poorly equipped to find and keep employment, a problem which is likely to intensify as work opportunities become more technical.

In summary, the Berman Weiler report suggests that California students are not now being adequately prepared for college or work, and that current levels of achievement are well below those attained one or two decades ago. The report indicated that these problems are due to three major factors: demographic changes; societal and labor market influences; and school needs and problems.

To help improve student performance, the report recommends that the business community join with educators to do the following:

- help raise educational standards;
- upgrade math and science education;
- increase community involvement; and
- reform educational finance and strengthen the teaching profession.

Implementation

The California Roundtable Jobs and Education Task Force, chaired by Cornell Maier of Kaiser Aluminum and Chemical Corporation, has undertaken an extensive media and legislative effort designed to help implement the study's recommendations.

Pacific Telesis Group Chairman, Donald Guinn, is heading the Task Force's Community Involvement Subcommittee. Its purpose is to help stimulate business and community support for local education at the kindergarten through grade 12 level.

As a first step toward achieving that goal, the Community Involvement Subcommittee prepared the "Catalog of Business and Community Programs in Support of Local Education". The catalog demonstrates the present range of business and community involvement in support of education and provides models for future cooperative efforts.

The catalog is based on responses to questionnaires which were sent to more than 2,000 businesses, the 58 county superintendents of schools in California and approximately 200 educational nonprofit groups.

The notebook style catalog contains program abstracts divided into 23 sections for easy reference. Each abstract includes a brief program description and a contact person for additional information. All program descriptions received prior to the publication deadline are included in the catalog. Those received after the deadline will be included in the catalog data base and in future editions of the catalog.

Findings

As indicated by the more than 600 programs outlined in the catalog, California's business community is leading the nation in its efforts to support and contribute to local education. Businesses support local education through company administered programs or by contributing expertise, financial support or in-kind contributions to school or community programs. Specific forms of involvement include:

- participation on curriculum development and advisory committees;
- sponsorship of teacher internship and training programs;
- Adopt-A-School partnerships with local schools;
- summer youth employment programs, and work experience for students during the school year;
- in-school volunteer programs, in which employees are encouraged to volunteer as tutors, mentors and teacher aides in local schools;
- facility tours, career workshops, and speaker programs aimed at broadening students' understanding of the world of work and career opportunities;
- contributions to local school foundations and educationally related nonprofit groups which help support existing curriculum or bring innovative new programs into the schools;
- participation in business associations and community coalitions which are working to meet the needs of particular schools and school districts;
- donations of classroom instructional materials and equipment;
- support for intergenerational and parent-involvement programs which strengthen school and community ties;
- involvement in programs serving the disabled, including professional training projects;
- support for programs encouraging minority students to further their education, particularly in underrepresented areas such as math, science and engineering;

- sponsorship of scholarship and recognition programs for high school students;
- participation in conferences and forums designed to facilitate networking and communication between the public and private sectors;
- donations of computer equipment, training and instruction to help ensure computer literacy in today's high school students; and
- support of specific curriculum areas including basic skills, math and sciences, and business and economics.

It is hoped that examples of these and other programs included in the catalog will stimulate business, educators and community groups to establish or expand partnerships aimed at improving local education. The catalog can also help identify what is already being done in a particular area; that knowledge may then be used as a springboard for developing new programs.

One statewide organization which can facilitate the establishment of local school-business partnerships is the Industry Education Council of California (IECC).

The IECC is one of the country's largest private sector business-education partnerships with more than 27 local Industry Education Councils ranging from Lassen to San Diego Counties. The IECC works with schools, elementary through college levels, to improve basic and general student competencies, and the transition of youth from school to work and from entry to professional levels. More, than 1,800 company, school system, union and human resource agency representatives participate in IECC partnership projects that provide adopt-a-school, improved math/science/computer/language art studies, job preparation programs, and efforts to upgrade basic education.

IECC headquarters personnel can provide valuable guidance and a handbook on how to form local school business partnerships. For additional information contact Hank Weiss, Executive Vice President, Industry Education Council of California, 1575 Old Bayshore Highway, Burlingame, CA 94010, 415/697-4311. See also tab 20 of this binder for a detailed description of the IECC and its projects.

Additional copies of this catalog may be purchased for $30.00 from the California Roundtable, P.O. Box 7643, San Francisco, California 94119-7643.

ADOPT-A-SCHOOL PROGRAMS

Literally thousands of businesspeople donate time, energy and ideas to improving elementary and secondary education in California through Adopt-A-School programs. Based on a simple concept of partnership between individual businesses and neighborhood schools, these programs focus on matching resources with particular school needs.

The range of services, activities and classroom assistance provided through these programs is remarkable. As one survey respondent writes, "There are no minimum required levels of participation, nor are there preconceived expectations of what business should do with a particular school. However, once the relationship gets going, the companies do much more than they intended." He goes on to add that "This is quite often the result of employees becoming personally involved with the students."

The focus on personalized attention often begins in the classroom, where business volunteers spend time tutoring, counseling and coaching students in a variety of subjects. Other activities include field trips, slide shows, career exploration activities, fundraising events, computer education, and awards ceremonies, to name a few.

The program reaches hundreds of thousands of students each year in classrooms throughout the state, yet each adoption retains an individual and unique quality. In some large companies, as many as 200 employees participate in the program in a given year. Businesses of all sizes can participate, and the program has even extended to include the U.S. Navy as an adopter in San Diego.

Many firms report that employee morale picks up as a result of their relationship with Adopt-A-School programs. Not only do employees have a chance to use their skills and expertise outside the workplace; they have the opportunity to see their efforts pay off by way of improved academic performance, less absenteeism, and improved student attitudes. By any measure, the key to success is not how much money goes into these programs, but rather, how much care, concern and imagination.

PROGRAM TITLE: Adopt-A-School

NAME OF CONTACT: Gayten Bernal (San Francisco)
Kate Kowalski (Los Angeles)

TITLE: Community/Educational Relations Officer

COMPANY OR ORGANIZATION: BankAmerica Corporation

ADDRESS: 555 California Street,
San Francisco, CA 94137
555 S. Flower Street,
Los Angeles, CA

COUNTY: San Francisco and Los Angeles

TELEPHONE: (415) 622-1745 (SF) and
(213) 228-3352 (LA)

PROGRAM DESCRIPTION: The Adopt-A-School program is an unstructured flexible arrangement through which individual schools develop a one-on-one relationship with businesses. BankAmerica Corp. currently has developed this relationship with ten schools - six in San Francisco and four in Los Angeles. The level of participation is different in each instance. The importance of the program is that it gives both school personnel and business people the opportunity to get to know and understand one another and thus develop a better awareness of what they can do for each other.

DESCRIPTORS: Adopt-A-School Programs

PROGRAM TITLE:	Adopt-A-School
NAME OF CONTACT:	Nancy McIntyre
TITLE:	Community Affairs Officer
COMPANY OR ORGANIZATION:	Security Pacific National Bank
ADDRESS:	333 South Hope Street, Los Angeles, CA 90051
COUNTY:	Los Angeles
TELEPHONE:	(213) 613-5114

PROGRAM DESCRIPTION: Security Pacific National Bank actively supports the Los Angeles Unified School District's Adopt-A-School program. In 1983, Evans Community Adult School was adopted by the bank through the Community Affairs Division. This relationship has resulted in an enthusiastic commitment from both partners for successful, on-going activities. These include the Conversational English project, a speakers' bureau, and basic banking concepts for students new to this country.

DESCRIPTORS: Adopt-A-School Programs; Basic Skills Development; Business and Economic Education

PROGRAM TITLE:	Adopt-A-School
NAME OF CONTACT:	E. C. Lund
TITLE:	Supervisor, Educational Services
COMPANY OR ORGANIZATION:	Southern California Edison Company
ADDRESS:	235 E. Badillo Street, Covina
COUNTY:	Los Angeles
TELEPHONE:	(213) 915-3540

PROGRAM DESCRIPTION: Adopt-A-School is a concept that provides a company an opportunity to develop a one-to-one relationship with a community school or department within a school. The company assesses school needs and matches this with available company resources.

To date, Edison has adopted one elementary school and a department at a high school.

DESCRIPTORS: Adopt-A-School Programs

PROGRAM TITLE:	Adopt-A-School
NAME OF CONTACT:	Sandra Dunn
TITLE:	Corporate Contributions
COMPANY OR ORGANIZATION:	Kaiser Aluminum & Chemical Corporation
ADDRESS:	300 Lakeside Drive, Oakland, CA 94643
COUNTY:	Alameda
TELEPHONE:	(415) 271-8916

PROGRAM DESCRIPTION: The purpose of the Adopt-A-School program is to help improve academic standards and to provide ongoing dialogue between schools and the business community. Kaiser Aluminum adopted Oakland High School in 1979. Types of assistance include contributions of equipment, material, services and funds. The program, which is administered by the Marcus A. Foster Educational Institute, has brought businesspeople into the schools, helped provide internships and summer jobs for students, and improved students' academic performance.

The Adopt-A-School Program is widely supported by other employers, including American President Lines, Bank of America, Clorox Company, Chevron USA, Foremost-McKesson, Del Monte Corp., and dozens of others.

DESCRIPTORS: Adopt-A-School Programs; Classroom Materials and Equipment; Summer Youth Programs

PROGRAM TITLE: Los Angeles Unified School District Adopt-A-School

NAME OF CONTACT: Cecilia Pestlin

TITLE: Public Relations Specialist

COMPANY OR ORGANIZATION: Prudential Insurance Company

ADDRESS: 111 Lakeview Canyon Road
Westlake Village, CA 91362

COUNTY: Ventura

TELEPHONE: (805) 494-3717

PROGRAM DESCRIPTION: The Prudential Insurance Company has adopted an elementary school through the L.A. Unified School District Adopt-A-School Program. Prudential provides 50 teaching-aide volunteers from among its employees. They help with bilingual and tutoring problems, as well as with teacher's paperwork. Volunteer "teachers" each put in approximately an hour and a half per week, with schedules scattered Monday through Friday. The company vans provide transportation for the volunteers to and from the school and work. At school year's end, Prudential provides autograph books to the sixth grade graduating class.

In addition, Prudential produced a ten-minute sound-slide presentation to help the school district explain the program to prospective adopters.

DESCRIPTORS: Adopt-A-School Programs; Basic Skills Development; Employee Volunteer Programs

PROGRAM TITLE: Adopt-A-School

NAME OF CONTACT: Jeanette Stevens

TITLE: Educational Services Representative

COMPANY OR ORGANIZATION: San Diego Gas & Electric(SDG&E)

ADDRESS: P. O. Box 1831
San Diego, CA 92112

COUNTY: San Diego

TELEPHONE: (619) 232-4252, extension 1573

PROGRAM DESCRIPTION: Currently SDG&E has 29 employees who have volunteered to work with Memorial Junior High School students. The volunteers are working one-on-one with Memorial's seventh, eighth, and ninth graders. Students are being tutored in math, language arts, and reading. Career counseling is provided as is special assistance in various craft and physical education classes. SDG&E employee volunteers are helping youngsters understand the business world and to begin looking at career possibilities for themselves. Most activities take place on campus, with each SDG&E employee donating one to two hours of help per week.

Eventually, SDG&E intends to adopt seven schools, one for each of its service areas. They will be working with youngsters in kindergarten through twelfth grade. They will also provide special assistance to teachers and specially developed energy education programs for classroom use.

DESCRIPTORS: Adopt-A-School Programs; Employee Volunteer Programs; Basic Skills Development

PROGRAM TITLE: Adopt-A-School

NAME OF CONTACT: Victor Munoz

TITLE: Vice President and Manager - Urban and Community Affairs

COMPANY OR ORGANIZATION: First Interstate Bank

ADDRESS: 707 Wilshire Blvd.
Los Angeles, CA

COUNTY: Los Angeles

TELEPHONE: (213) 614-3341

PROGRAM DESCRIPTION: This program involved the volunteer efforts of 70 employees of the First Interstate Bank who gave their time for tutorial services and related activities for five grammar schools in the Los Angeles area during 1981-82. In addition, First Interstate Bank provided funds to purchase furnishings for the school auditoriums. A new group of employees is being organized for a new set of schools in 1983.

DESCRIPTORS: Adopt-A-School Programs

PROGRAM TITLE: Adopt-A-School

NAME OF CONTACT: (varies by division)

TITLE: Division Personnel Manager

COMPANY OR ORGANIZATION: Hewlett-Packard Company

ADDRESS: P. O. Box 10301, Bldg. 20BU,
Palo Alto, CA 94303-0890

COUNTY: Santa Clara

TELEPHONE: (415) 857-2857

PROGRAM DESCRIPTION: Adopt-A-School is not a formal program as such. Each division takes on responsibility at their own discretion to become involved in activities of a local public school. Volunteers arrange visits, participate in seminars, and work with students and teachers in mini-workshops which involve mock interviews, skills identification, and interview preparation.

DESCRIPTORS: Adopt-A-School Programs; Employee Volunteer Programs

PROGRAM TITLE: Adopt-A-School

NAME OF CONTACT: Jorge Jackson

TITLE: Community Relations Director

COMPANY OR ORGANIZATION: General Telephone of California

ADDRESS: P. O. Box 889, RC 3120,
Santa Monica, CA 90406

COUNTY: Los Angeles

TELEPHONE: (213) 451-7644

PROGRAM DESCRIPTION: Adopt-A-School attempts to match the resources of corporations with the needs of schools in their areas. The emphasis is on non-monetary contributions, such as volunteer time, equipment, facilities, and expertise.

Activities range from student tutoring to career guidance and school contests. Mini-courses are also occasionally taught.

A company coordinator is needed for each school; this individual could spend up to 25 percent of his or her time planning and carrying out activities in this program.

DESCRIPTORS: Adopt-A-School Programs

PROGRAM TITLE: Adopt-A-School
Castlemont High School

NAME OF CONTACT: Pat Marino

TITLE: Community Projects Manager

COMPANY OR ORGANIZATION: The Clorox Company

ADDRESS: P. O. Box 24305
Oakland, CA 94623

COUNTY: Alameda

TELEPHONE: (415) 271-7743

PROGRAM DESCRIPTION: The Clorox Company adopted Castlemont High School in 1977. The purpose of the Castlemont program is to improve the basic skills achievement of students.

The program's first emphasis was on improving reading scores; this was accomplished by providing funds for incentive awards to students, hiring instructional assistants for the classroom, and purchasing materials for the library. Students in the reading program have made steady gains (from zero to four grade levels in one year) over the last five years. The program has been expanded to assist in improving student achievement in math, science, social sciences and languages, while continuing to purchase materials for the library and career education center.

During the 1982-83 school year, Clorox Company personnel provided information on careers to Castlemont students. The benefits of this program were summarized by Castlemont teachers as "..increased motivation, increased scholastic achievement and improved attendance." Approximately 500 students participated in the first two years of this program, and approximately 1,000 tenth to twelfth grade students are participating at present.

The program is administered by a Castlemont High School teacher who serves as the on-site program coordinator. A committee of parents, teachers, outside evaluators, the principal and a Clorox representative evaluate the project on an informal basis every two months and on a formal basis annually. The program is funded through The Clorox Company Foundation and funds are given to the school to be administered by the above-mentioned committee. The program operates in the Oakland community.

DESCRIPTORS: Adopt-A-School Programs

PROGRAM TITLE:	Adopt-A-School
NAME OF CONTACT:	Rhonda Robbins
TITLE:	Employee Relations Coordinator
COMPANY OR ORGANIZATION:	Coast Federal Savings
ADDRESS:	18000 Chatsworth Granada Hills, CA 91344
COUNTY:	Los Angeles
TELEPHONE:	(213) 366-2800, ext. 4602

PROGRAM DESCRIPTION: The Adopt-A-School Program is offered through the Los Angeles Unified School District and is sponsored by the Los Angeles Area Chamber of Commerce. The program, begun in 1979, utilizes the resources of the corporate community by matching schools with companies in their neighborhoods in activities that prove beneficial to each. Coast Federal has been involved in the Adopt-A-School program for approximately two years. Activities include career counseling, assisting in career day activities, providing speakers for classes and in-service programs which allow students an opportunity to observe the business.

DESCRIPTORS: Adopt-A-School Programs; Career Exploration

PROGRAM TITLE: Adopt-A-School

NAME OF CONTACT: Anne Ewing

TITLE: Public Affairs Manager

COMPANY OR ORGANIZATION: Ameron

ADDRESS: 4700 Ramona Blvd.,
Monterey Park, CA 91754

COUNTY: Los Angeles

TELEPHONE: (213) 268-4111

PROGRAM DESCRIPTION: When Ameron and El Sereno Junior High School became Adopt-A-School partners in 1980, they agreed that they wanted to give students "something to dream about." Therefore they devised a program of motivational and educational enrichment to help students from this inner-city school broaden their horizons, stimulate their thinking and dreaming, and inspire ambition for a satisfying career.

The heart of the program continues to be visits to the classrooms by 30 Ameron employees who have volunteered to give career presentations to students.

Other activities include student tours of the company's manufacturing facilities and "career shadowing," in which groups of 10 students visit the corporate office and break into smaller groups to visit with a host employee.

DESCRIPTORS: Adopt-A-School Programs; Career Exploration;
Minority Student Programs

PROGRAM TITLE:	Adopt-A-School
NAME OF CONTACT:	W. Alan Wright
TITLE:	Director Facilities Development
COMPANY OR ORGANIZATION:	HR Textron Inc.
ADDRESS:	25200 West Rye Canyon Road Valencia, CA 91355
COUNTY:	Los Angeles
TELEPHONE:	(805) 259-4030

PROGRAM DESCRIPTION: The primary objective of this program is to provide a world-of-work orientation through a process of joint industry-education cooperation. The program provides better career motivation, business role models, exploration of career areas requiring additional training beyond high school, opportunities to learn the social attitudes and skills essential to successful employment,and a general understanding of work environments and the economic system. The program consists of several half-day visits to the various departments of the company by junior high school students.

DESCRIPTORS: Adopt-A-School Programs; Career Exploration

PROGRAM TITLE:	Adopt-A-School
NAME OF CONTACT:	Dale Van Natta
TITLE:	Manager, Community Services
COMPANY OR ORGANIZATION:	TRW
ADDRESS:	One Space Park Redondo Beach, CA 90278
COUNTY:	Los Angeles
TELEPHONE:	(213) 535-1974

PROGRAM DESCRIPTION: Five TRW employees alternate teaching roles in Basic Electrics at Narbonne High School in Harbor City as part of the company's Adopt-A-School Program. A similar program is being organized by TRW volunteers at Leutzinger High School in Hawthorne. TRW's Adopt-A-Class coordinator at Hyde Park Elementary School is helping to install a computer and software for teaching and tracking student performance in math and English. The computer and software was purchased with funds from TRW.

A TRW computer specialist assisted the El Segundo School District in planning a three-year, $600,000 computer literacy program that includes a Computer Learning Center for use by administration, faculty, students and the general public. A TRW volunteer in the Adopt-A-School program at 3rd Street Elementary School taught students how to build and use an inexpensive computer from a kit. He then organized a drive to raise funds to purchase additional kits. The Adopt-A-School programs are coordinated by the Civic and Community Relations staff.

DESCRIPTORS: Adopt-A-School Programs; Computer Projects; Curriculum Development and Revitalization

PROGRAM TITLE:	Adopt-A-School
NAME OF CONTACT:	Richard C. Watts
TITLE:	Director
COMPANY OR ORGANIZATION:	Newport-Mesa Unified School District
ADDRESS:	425 E. 18th Street Costa Mesa, CA 92626
COUNTY:	Orange
TELEPHONE:	(714) 750-3508

PROGRAM DESCRIPTION: This Adopt-A-School Program is designed to assist in supplementing a school and/or a district's resources and programs. It has operated for two years in Costa Mesa and Newport Beach and benefits all 17,000 students and 750 certificated staff within the district.

It is funded by the district and business and administered by a management group representing the district businesses through the two chambers of commerce.

The district and its schools greatly benefit by closer relations with the business/industry community as well as by the contributions of materials, equipment and personnel to assist the district's programs.

The program was started by business, and many local businesses make contributions, both directly and indirectly.

DESCRIPTORS: Adopt-A-School Programs, Business Association Programs and Community Partnerships

PROGRAM TITLE:	Adopt-A-School (L. A. City School District)
NAME OF CONTACT:	Etta Cover
TITLE:	Regional Occupation Program (ROP) Advisor
COMPANY OR ORGANIZATION:	Knudsen Corporation
ADDRESS:	231 E. 23rd Street, Los Angeles, CA
COUNTY:	Los Angeles
TELEPHONE:	(213) 744-7000

PROGRAM DESCRIPTION: Knudsen Corporation supplies tutors, work experience, summer jobs, and jobs for graduating seniors through this Adopt-A-School Program. Knudsen products are also donated to the school.

DESCRIPTORS: Adopt-A-School Programs; Employee Volunteer Programs; Summer Youth Programs

PROGRAM TITLE:	Adopt-A-School
NAME OF CONTACT:	Kirk Hallahan
TITLE:	Corporate Communications
COMPANY OR ORGANIZATION:	California Federal
ADDRESS:	5670 Wilshire Boulevard Los Angeles, CA .90036
COUNTY:	Los Angeles
TELEPHONE:	(213) 932-4615

PROGRAM DESCRIPTION: Cal Fed is one of 49 corporate sponsors of the Los Angeles Unified School District's Adopt-A-School Program. Cal Fed headquarters staff volunteer one hour a week as classroom aides and provide other assistance to their adopted school, Third Street Elementary. Between 12 and 20 volunteers are involved in the program. For more information, contact Wayne Carlson or Eiko Moriyama at (213) 625-6989.

DESCRIPTORS: Adopt-A-School Programs; Employee Volunteer Programs

PROGRAM TITLE:	Adopt-A-Class
NAME OF CONTACT:	Janice Aaron
TITLE:	Community Programs Coordinator
COMPANY OR ORGANIZATION:	Northrop Corporation, Aircraft Division
ADDRESS:	One Northrop Ave. Hawthorne, CA 90250
COUNTY:	Los Angeles
TELEPHONE:	(213) 970-6721

PROGRAM DESCRIPTION: The Adopt-A-Class Program is supported by the El Segundo Superintendent of Schools and the El Segundo Chamber of Commerce, in cooperation with participating business firms. In this program, companies are matched with individual classes, and each adoption becomes a unique one-on-one experience based on classroom needs and company resources.

The program is designed to bridge the gap between business and education through positive interaction and understanding. Business has the opportunity to create a program which is flexible, educational and oriented toward the needs of the students.

DESCRIPTORS: Adopt-A-School Programs; Employee Volunteer Programs; Career Exploration

PROGRAM TITLE: Adopt-A-School

NAME OF CONTACT: Dee Roby

TITLE: Manager, Public Affairs

COMPANY OR ORGANIZATION: Hughes Aircraft Company

ADDRESS: 200 North Sepulveda
El Segundo, CA 90245

COUNTY: Los Angeles

TELEPHONE: (213) 414-6317

PROGRAM DESCRIPTION: Adopt-A-School offers companies an opportunity to provide students with a career awareness program. Employees serve as guest lecturers or resource persons and conduct mini-courses for students and parents. Field trips and company tours may also be arranged. The program not only provides students with an awareness of the business world today but also gives industry the opportunity to help students and create a positive public image.

Other events still in the planning stages are Career Days and a Teacher's Aide Program for employee volunteers.

DESCRIPTORS: Adopt-A-School Programs; Employee Volunteer Programs; Career Exploration

PROGRAM TITLE: Adopt-A-School

NAME OF CONTACT: Rita L. Cox

TITLE: Special Projects Manager

COMPANY OR ORGANIZATION: Los Angeles Herald Examiner

ADDRESS: P. O. Box 2416, Terminal Annex
Los Angeles, CA 90051

COUNTY: Los Angeles

TELEPHONE: (213) 744-8070

PROGRAM DESCRIPTION: This is a Los Angeles Unified School District program in which local companies adopt schools in their geographical areas. The Herald Examiner has been involved in the program since 1980, and has adopted two schools. Activities with these adopted schools include an annual Herald Examiner awards program honoring outstanding students; sponsorship of field trips; providing speakers for the school career program; and a career-awareness slide show produced to show the various jobs available on a newspaper.

In addition, the company is active in the Adopt-A-School Council, which was formed in 1981 to support the administrative staff of Adopt-A-School. Council members meet regularly with staff to advise, assist and actively participate on all levels of the program. One example of the council's work is the Adopt-A-School News. This quarterly newsletter was conceived by the council and is edited and printed by the Herald Examiner. The newsletter is sent to all participants in the Adopt-A-School program (schools and companies) and also is used in recruitment efforts.

DESCRIPTORS: Adopt-A-School Programs; Employee Volunteer Programs; Career Exploration

PROGRAM TITLE:	Adopt-A-School
NAME OF CONTACT:	Marvin Goldenson
TITLE:	Principal
COMPANY OR ORGANIZATION:	TICOR
ADDRESS:	
COUNTY:	Los Angeles
TELEPHONE:	(213) 935-8173

PROGRAM DESCRIPTION: TICOR provides financial assistance to a local elementary school by donating goods for school fundraising events and advertising in annual school publications.

DESCRIPTORS: Adopt-A-School Programs

PROGRAM TITLE:	Adopt-A-School
NAME OF CONTACT:	Wayne Carlson
TITLE:	Director
COMPANY OR ORGANIZATION:	Los Angeles Unified School District
ADDRESS:	450 North Grand Ave. Los Angeles, CA 90012
COUNTY:	Los Angeles
TELEPHONE:	(213) 625-6989

PROGRAM DESCRIPTION: The potential for positive interaction and understanding between the business community and schools is unlimited in this program. Elementary, junior high, high schools, adult centers, and schools for the disabled are all eligible to participate. Likewise, business firms of all sizes are invited to become a part of the program by adopting a school or classroom.

This program began over three years ago with one company, Atlantic Richfield, and one school, Tenth Street Elementary. Today, the program has expanded to 225 school adoptions.

Activities vary widely, depending on schools' particular needs and business resources. Examples include tutoring, field trips, company tours, career awareness presentations, citizenship programs, mini-course presentations by business people, school and community fund-raising events, parties and contests, luncheons, financial aid and much more.

There are no minimum required levels of participation, nor are there pre-conceived expectations of what business should do with a particular school. Experience has shown, however, that once the relationship gets going, the companies do much more than they originally intended. This is quite often the result of the employees becoming personally involved with the students in the school and seeing additional areas in which they would like to help. The program has been highly successful in building caring relationships between the community and the schools and in developing strong ties with individual business firms.

DESCRIPTORS: Adopt-A-School Programs; Employee Volunteer Programs; Career Exploration

PROGRAM TITLE:	Adopt-A-School
NAME OF CONTACT:	R. M. Horner
TITLE:	Manager, Engineering & Test
COMPANY OR ORGANIZATION:	Lockheed
ADDRESS:	Empire Grade, Santa Cruz, CA 95060
COUNTY:	Santa Cruz
TELEPHONE:	(408) 426-2410, ext. 264

PROGRAM DESCRIPTION: The purpose of the program is to provide technical consultant help for elementary and secondary schools. Lockheed provides an employee about once a month who offers career counseling and technical programs in the schools.

DESCRIPTORS: Adopt-A-School Programs; Employee Volunteer Programs; Career Exploration

PROGRAM TITLE: Adopt-A-School

NAME OF CONTACT: Margo Parker

TITLE: Manager, Employee Relations & Community Services

COMPANY OR ORGANIZATION: Northrop Corporation, Electro/Mechanical Division

ADDRESS: 500 E. Orangethorpe Ave.
Anaheim, CA 92801

COUNTY: Orange

TELEPHONE: (714) 871-5000

PROGRAM DESCRIPTION: Northrop has adopted Katella High School in Anaheim in this program. Activities have included plant tours, presentations, guest teachers (Northrop employees), and films presented to student assemblies. Northrop has also donated tools to the school metal shop.

DESCRIPTORS: Adopt-A-School Programs; Employee Volunteer Programs; Career Exploration

PROGRAM TITLE: Adopt-A-School

NAME OF CONTACT: Robert Ross

TITLE: Director, Special Programs

COMPANY OR ORGANIZATION: Anaheim Union High School District

ADDRESS: 501 Crescent Way, P. O. Box 3520
Anaheim, CA 92803

COUNTY: Orange

TELEPHONE: (714) 956-6847

PROGRAM DESCRIPTION: This Adopt-A-School Program has been in operation for two years, and nine schools have now been adopted by local businesses. Business participants include Bank of America, Northrop Corporation, Automatic Data Processing, Carl Karcher Enterprises, Monsanto, California Computer Products, Cirtech Design Institute, Sega Enterprises and Anaheim Disposal Inc.

Activities differ with each company sponsor and include field trips, company tours, career days, internship programs, donations of tools and equipment, film and video presentations, teacher training, donations toward school reconstruction projects, and much more.

The program has been a rich experience for all concerned, but especially for the students. The Adopt-A-School Program tends to develop close ties between schools and their sponsors, and this in turn leads to activities which match schools' particular needs.

DESCRIPTORS: Adopt-A-School Programs; Employee Volunteer Programs; Career Exploration; Teacher Internship and Training

PROGRAM TITLE: Adopt-A-School

NAME OF CONTACT: T. A. Lambert

TITLE: Vice President of Marketing

COMPANY OR ORGANIZATION: Whittaker Corporation - Survival Systems Div.

ADDRESS: 5159 Baltimore Drive
La Mesa, CA 92041

COUNTY: San Diego

TELEPHONE: (619) 469-0171

PROGRAM DESCRIPTION: The purpose of the Adopt-A-School Program with La Mesa Junior High School is to motivate and stimulate people both in the school system and in the industrial sector about educational opportunities; to bring real life education into the schools; and to give students a new perspective on the many ways of earning a living. Students are provided with an opportunity to relate to a community-based company with all types and classes of employees, from skilled tradesmen to computer experts to professional managers.

During the three months of its operation, 15 different occupational specialists have been made available to the school for use in their curriculum. All La Mesa Junior High students have access to this program at no cost to the school. Whittaker Corporation allows employees time off to participate in the program.

DESCRIPTORS: Adopt-A-School Programs; Employee Volunteer Programs

PROGRAM TITLE: Adopt-A-School

NAME OF CONTACT: Dr. Carol Monell-Pugmire
or Alan Bright (Assistant)

TITLE: Coordinator

COMPANY OR ORGANIZATION: San Diego County Department of Education

ADDRESS: 6401 Linda Vista Road
San Diego, CA 92111

COUNTY: San Diego

TELEPHONE: (619) 292-3710 or 292-3753

PROGRAM DESCRIPTION: The San Diego County Adopt-A-School Program is a unique one-to-one relationship between a public school and a chosen partner. The partner may be a business, industry, service club, or even a governmental agency. As in any good partnership, the resources, ideas and personnel of both sides are shared for mutual benefit.

The major emphasis of Adopt-A-School is the use of voluntary human resources to enrich the programs and experiences of public school students. Although the support that business gives to public schools is not an answer to the financial problems that schools encounter, the donation of materials and employee time represent benefits in which there is a definite financial value. As the relationship between a school and its partner grows, so does the scope of activities and the depth of involvement.

Within San Diego County the Adopt-A-School Program has been exceedingly successful and grown rapidly, with over 90 adoptions since the program begin in September 1982. From the administrative and organizational aspects, San Diego County's program is unique. Unlike other similar programs which operate on a school district or city level, San Diego County's Adopt-A-School program has a service area which includes 43 school districts, over 600 schools and 300,000 students. Administration is coordinated through one office at the San Diego County Department of Education, and all participating districts have an Adopt-A-School coordinator on the county-wide steering committee. Each district coordinator provides training, support and communication to the district Adopt-A-School site personnel. This strong organizational

PROGRAM TITLE: Adopt-A-School (continued)

system maximizes input, and provides continuity in program development and implementation.

One very unique aspect of the program is adoption of schools by U.S. Navy ships and installations. This program has provided new opportunities for both partners and received national recognition.

Each adoption is an individual and unique partnership matching the strengths, abilities and resources of the two partners for the benefit of both. Activities vary, but the rewards to students can be seen in their positive attitudes, increased interest and improved performance. Adopters find numerous rewards in the joy of interaction with students and imparting knowledge and experience. An additional benefit to employers is the increase in employee morale that accompanies many adoptions.

DESCRIPTORS: Adopt-A-School Programs; Employee Volunteer Programs

PROGRAM TITLE: Adopt-A-School

NAME OF CONTACT: Maury Rosas, Carolyn Webb de Macias

TITLE: District Manager(s)

COMPANY OR ORGANIZATION: Pacific Bell

ADDRESS: 1010 Wilshire Blvd., L.A. 90017

COUNTY: Los Angeles

TELEPHONE: (213)975-7259 / (213)975-8008

PROGRAM DESCRIPTION: Adopt-A-School began a little over four and a half years ago in one school in the Los Angeles area and has now expanded to over 200 elementary junior high and senior high schools within the Los Angeles Unified School District alone. The program uses the varied resources of the business community to supplement school's resources and programs in several ways, depending on the school's needs. Participating companies adopt a school in their community and contribute employees' knowledge, skills, and time toward activities such as one-on-one or group tutoring, mini-course lectures, sharing hobbies, career counseling, and club sponsorships, to name a few.

Pacific Bell has adopted two schools in the Los Angeles area: One Hundred Seventh Street Elementary School and the Utah Street Elementary School, reaching more than 1,902 students between the two.

The objectives of their involvement with these schools include: exploring the transition of technology, building language development, enhancing values of education, acquainting faculty with the future job market through a workshop, evaluation of school's computer systems, recognizing top performing teachers, and introduction of In-School Scouting. Strategies have been specifically developed to accomplish each goal.

DESCRIPTORS: Adopt-A-School Programs

PROGRAM TITLE:	Adopt-A-School
NAME OF CONTACT:	Doug Jones
TITLE:	External Affairs Manager
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	2150 Webster St., Rm. 1042 Oakland, CA 94612
COUNTY:	Alameda
TELEPHONE:	(415)645-8643

PROGRAM DESCRIPTION: In 1982 Pacific Bell adopted McClymonds High in Oakland. Through the cooperative effort Pacific has sponsored the establishment of a computer learning center which is being utilized in conjunction with the business curriculum. The purpose of the project is to help ensure that students will be equipped with the skills and knowledge that will allow them to successfully compete for jobs in the future.

DESCRIPTORS: Adopt-A-School Programs

PROGRAM TITLE: Adopt-A-School

NAME OF CONTACT: D. W. Carroll

TITLE: District Staff Manager

COMPANY OR ORGANIZATION: Pacific Bell

ADDRESS: 525 B Street, Room 1912
San Diego, CA

COUNTY: San Diego

TELEPHONE: (619)237-3340

PROGRAM DESCRIPTION: Adopt-A-School is a partnership designed to encourage involvement and interaction between a business and a public school. Pacific Bell has adopted Lowell Elementary School in San Diego and Central Middle School (Jr. High) in Riverside. Each adoption is approximately a year old. Following are some of the projects of each school:

Lowell Elementary School (enrollment - 440):

- active role in Career Fair - 6 employees and a company truck were involved.
- organized effort for installation of a grass soccer field in existing gravel playground.
- speakers in classroom and tutoring assistance.
- painting and other cosmetic improvements of site.

Central Middle School (enrollment - 588):

- development of a school logo and printing.
- active role in School Spirit Day to assist in indoctrination of new 6th graders.
- purchased basketball team uniforms (with Bell logo on back).
- developed and implemented a Student Leadership Training Day to train students to be elected officers of the school. Pacific Bell employees devised, arranged and conducted the entire day's agenda.

DESCRIPTORS: Adopt-A-School Programs; Career Exploration; Classroom Materials and Equipment

PROGRAM TITLE: Adopt-A-School

NAME OF CONTACT: Robert Klaiber

TITLE: Facilities Administration Manager

COMPANY OR ORGANIZATION: Great American Federal Savings Bank (Operations Center)

ADDRESS: 600 B St.
San Diego, CA 92183

COUNTY: San Diego

TELEPHONE: (619) 470-5770

PROGRAM DESCRIPTION: The operations center is involved in an Adopt-A-School program with the students at Sweetwater Union High School in the South Bay.

This program has been designed to provide career awareness to interested high school students and orient them to the world of banking and finance. In exchange, the bank managers get the opportunity to see students in the work environment as potential employees.

Approximately 20 managers have worked with 400-500 students during the past year. Students learn about the functions and operations of various departments and learn how to go about getting a job with a bank or any other business. Great American Federal has also helped the school develop a data processing curriculum, and a mini teller-training program is being developed for this fall.

The monetary investment has been small; the greatest donation has been the managers' time. The bank annually awards a $500 scholarship to the top graduating business student.

A committee consisting of representatives of both Great American Federal employees and Sweetwater Union High School faculty administers the program.

DESCRIPTORS: Adopt-A-School Programs; Scholarship and Recognition Programs

PROGRAM TITLE: Adopt-A-School - Los Angeles Unified School District (LAUSD)

NAME OF CONTACT: C. J. Miller

TITLE: Assistant Manager/Communications

COMPANY OR ORGANIZATION: Carnation Company

ADDRESS: 5045 Wilshire Blvd.
Los Angeles, CA 90036

COUNTY: Los Angeles

TELEPHONE: (213) 932-6337

PROGRAM DESCRIPTION: Carnation first participated in the LAUSD Adopt-A-School Program in 1982. The company's adoptee is neighboring John Burroughs Junior High School. The goal of the Carnation-John Burroughs partnership is to make students more aware of the numerous operations of business. This is accomplished through a series of classroom presentations by Carnation employees who represent all aspects of the company including production, research, marketing, advertising, and corporate communications.

DESCRIPTORS: Adopt-A-School Programs; Employee Volunteer Programs

PROGRAM TITLE: Adopt-A-School

NAME OF CONTACT: Dale Lusk

TITLE: Community School Specialist

COMPANY OR ORGANIZATION: Mueller Community (Elementary) School

ADDRESS: 715 I Street, Chula Vista, CA 92010

COUNTY: San Diego

TELEPHONE: (619) 422-6192

PROGRAM DESCRIPTION: The Mueller Community School model is a comprehensive school and business cooperative program. The school has made every effort to include not one, but several businesses, such as McDonald's, Burger King, 7-11 Stores, and other neighborhood businesses in the total operations of the school. Some businesses are involved in decision-making functions and programmatic planning activities, which make them highly visible on the school campus.

Mueller Community School is located within a low income, high minority area of the city of Chula Vista where the population is very transient. To ensure a quality education for the students in this community, the school and community have developed learning incentives to promote and reward educational achievement of students in all areas of the curriculum. Many students have participated in career awareness activities within the community business facilities. The businesses have also assisted in organizing successful fund-raising activities for the school, and some of the generated revenues have been used for scholarships.

A staff member from the school maintains constant contact with the businesses by attending business meetings and holding regular meetings with key business people.

DESCRIPTORS: Adopt-A-School Programs

PROGRAM TITLE:	Partners
NAME OF CONTACT:	George S. Ackerman
TITLE:	Vice President, Education/Government Sales, L.A. Division
COMPANY OR ORGANIZATION:	Virco Manufacturing Corporation
ADDRESS:	1331 W. Torrance Blvd Torrance, CA 90501
COUNTY:	Los Angeles
TELEPHONE:	(213) 532-3570

PROGRAM DESCRIPTION: Partners is a successful, proven program of business and education working together. This resource package will enable any school/business coalition to put into operation immediately a high level of business involvement and support within a local school district.

Virco Manufacturing Corporation has found that Partners, which was originally developed to establish school business partnerships in Spokane, Washington, provides an extremely valuable step-by-step guide for establishing school/business partnerships in California as well.

This material is available for distribution from Virco Manufacturing Corporation or from Dr. Gerald L. Hester, Superintendent, and the staff of the Spokane Public Schools, N. 200 Bernard St., Spokane, WA 99201; (509) 455-5242.

DESCRIPTORS: Adopt-A-School Programs

PROGRAM TITLE:	Adopt-A-School
NAME OF CONTACT:	Helen Cameron
TITLE:	President
COMPANY OR ORGANIZATION:	Irvine Education Foundation
ADDRESS:	P. O. Box 4348, Irvine, CA 92716
COUNTY:	Orange
TELEPHONE:	(714) 752-9454

PROGRAM DESCRIPTION: This program emphasizes in-kind contributions of material, management or professional expertise in the way of lectures, day on the job, internships, etc. The Irvine Company (TIC) is hosting a meeting with business leaders from the Irvine Education Foundation to give a presentation on the Adopt-A-School Program.

DESCRIPTORS: Adopt-A-School Programs

PROGRAM TITLE:	Adopt-A-School
NAME OF CONTACT:	Donna Benner-Drury
TITLE:	Director of Communications
COMPANY OR ORGANIZATION:	Aerojet TechSystems Co.
ADDRESS:	P. O. Box 13222 Sacramento, CA 95813
COUNTY:	Sacramento
TELEPHONE:	(916) 355-2003

PROGRAM DESCRIPTION: Starting this fall, Aerojet will work with selected elementary and junior high schools in the Sacramento area in a program aimed at stimulating student interest in science. Some 40 volunteers from every level of the company have signed up for the program, which will focus on several aspects of people in space. An eight-part series will cover the first experiments with rocket propulsion, the early Gemini and Mercury programs, Apollo and the Moon landings, the Viking and Voyager missions, the reusable space shuttle, careers in aerospace, and some speculation on what space exploration in the future holds. Each volunteer will present one part of the series to a selected school once a month throughout the school year.

DESCRIPTORS: Adopt-A-School Programs; Math, Science and Energy Programs; Employee Volunteer Programs

EMPLOYEE VOLUNTEER PROGRAMS

Private sector volunteerism, a concept popularized several years ago, has been quietly at work in California schools for many years. Recent attention on declining student achievement, however, coupled with the state's fiscal crisis, have spurred new volunteer efforts which focus not only on students but also on teachers and school administrators as well.

Volunteer programs today are apt to reflect an awareness of educational problems both in and out of the classroom. For instance, some programs have sprung up to deal with inner-city schools, in which volunteers teach basic skills, work to improve student esteem and motivation, and also act as community spokespersons to communicate the schools' needs. In other programs, volunteers work with school administrators to devise strategies for improving student achievement levels. Volunteer efforts may also focus on job training and career exploration activities; in some cases, classroom lessons are supplemented with company tours and training in the workplace.

In addition to providing much-needed individual attention to students, volunteers serve as direct links between those students and the surrounding business community. Part-time student employment opportunities often result from this relationship. Volunteers can also be influential in bringing about a greater commitment of corporate resources to the schools, whether through in-kind services or expansion of volunteer efforts in new directions.

For businesses who need a helping hand in getting started, many schools have contacts who will help structure an employee volunteer program. In addition, a variety of local nonprofit organizations throughout the state focus specifically on coordinating corporate volunteer programs in the schools.

PROGRAM TITLE:	Joint Educational Project (JEP)
NAME OF CONTACT:	Judy Johnson
TITLE:	Coordinator, Volunteer Service Program
COMPANY OR ORGANIZATION:	Atlantic Richfield Company (ARCO)
ADDRESS:	515 S. Flower Street, Los Angeles, CA 90071
COUNTY:	Los Angeles
TELEPHONE:	(213) 486-1220

PROGRAM DESCRIPTION: The Joint Educational Project is a community development program initiated at ARCO corporate headquarters in Los Angeles in February 1978. The project recruits 70 to 100 company employees to volunteer on release-time in four inner-city schools each semester, teaching reading, math or special mini-courses as part of the first phase of the project.

The second phase focuses on on-going educational programs for community adults, organized by the JEP Coordinator. As part of this second phase, a Parents' Club formed at Tenth Street School has already organized a community garden, held clothing bazaars, attended health education classes and job opportunity fairs. Still to be fully developed are activities to train parents to design and/or conduct their own community activities.

DESCRIPTORS: Employee Volunteer Programs; Basic Skills Development

PROGRAM TITLE:	Shaklee Employee Resources for Volunteer Efforts (SERVE)
NAME OF CONTACT:	Karin Topping
TITLE:	Community Relations Administrator
COMPANY OR ORGANIZATION:	Shaklee Corporation
ADDRESS:	444 Market St. San Francisco, CA 94111
COUNTY:	San Francisco
TELEPHONE:	(415) 954-2007

PROGRAM DESCRIPTION: Shaklee Employee Resources for Volunteer Efforts (SERVE) encourages employee participation and other assistance to worthwhile community and civic organizations to promote the health of the community. Employee volunteers have assisted local education in the following activities:

1) volunteer member of the Education Committee for the San Francisco Chamber of Commerce;

2) speakers for Career Days;

3) Junior Achievement - Employees participate in both senior and junior high schools as volunteer adult advisors, center managers, and Project Business and Applied Economics executive consultants;

4) corporate manager serves on the board of Directions, a nonprofit organization working with San Francisco high schools on career education;

5) volunteer serves on the Planning Committee for the Private Industry Council of San Francisco;

6) volunteers assist in "Youth in Business Day" and similar one-day placements for high school students; and

7) tours of the Word Processing Center are provided for high school teachers and members of the California Business Educators.

DESCRIPTORS: Employee Volunteer Programs; Career Exploration

PROGRAM TITLE: Project STEP Volunteer Teacher Program

NAME OF CONTACT: Nancy McIntyre

TITLE: Community Affairs Officer

COMPANY OR ORGANIZATION: Security Pacific National Bank

ADDRESS: 333 South Hope Street
Los Angeles, CA 90051

COUNTY: Los Angeles

TELEPHONE: (213) 613-5114

PROGRAM DESCRIPTION: The Project STEP Volunteer Teacher Program involves full-time bank employees who volunteer as resource teachers for high school students. The students spend two hours a day, Monday through Thursday, for twelve weeks, using and improving their clerical skills in the employee's work area. Three classes of 20 students each come to the bank facilities during the school day. The students' regular classroom teacher and the Community Affairs Project STEP coordinator oversee the program.

DESCRIPTORS: Employee Volunteer Programs

PROGRAM TITLE:	In-School Scouting Program
NAME OF CONTACT:	Laticia Maldonado
TITLE:	Field Director
COMPANY OR ORGANIZATION:	Boy Scouts of America, San Francisco Bay Area
ADDRESS:	8480 Enterprise Way, Oakland, CA 94621
COUNTY:	Alameda
TELEPHONE:	(415) 638-3600

PROGRAM DESCRIPTION: The In-School Scouting Program brings traditional Boy Scout activities into the classroom through three separate programs designed around existing school curriculums. The programs revolve around volunteer speakers, who supplement regular classroom activities with presentations on crafts, health care, first aid, and more. Presentations also focus on leadership activities and traditional Scout values. Both large and small businesses participate as volunteers in the program.

The programs also include elements for handicapped students and career awareness activities.

Funding for the In-School Scouting Program - which is presented primarily in inner-city areas - is provided by foundations and major business firms in both Oakland and San Francisco. Contributors include Kaiser Aluminum & Chemical Corporation; Kaiser Cement, Kaiser Health Care; Clorox Company, and many others.

DESCRIPTORS: Employee Volunteer Programs

PROGRAM TITLE: Oakland Unified School District

NAME OF CONTACT: J. David Bowick

TITLE: Superintendent of Schools

COMPANY OR ORGANIZATION: Oakland Unified School District

ADDRESS: 1025 Second Avenue, Oakland, CA 94606

COUNTY: Alameda

TELEPHONE: (415) 836-8200

PROGRAM DESCRIPTION: Kaiser Aluminum has supported various Oakland Unified School District programs since 1976, in a variety of ways, including:

- Direct contributions to programs
- Technical assistance
- In-kind support
- Donation of surplus furniture and equipment
- Meeting space
- Hosting lunches, receptions, etc.
- Involvement in business advisory group
- Purchase of tickets to sporting and cultural events for students
- Support of youth sports programs
- Exhibits of work and performances by students at Kaiser Center

DESCRIPTORS: Employee Volunteer Programs, Classroom Materials/Equipment

PROGRAM TITLE:	Community Services Program
NAME OF CONTACT:	R. K. Young
TITLE:	Public Affairs Representative - Governmental Relations
COMPANY OR ORGANIZATION:	Pacific Gas and Electric Company
ADDRESS:	77 Beale Street, Room 3000 San Francisco, CA
COUNTY:	San Francisco
TELEPHONE:	(415) 781-4211, ext. 4141

PROGRAM DESCRIPTION: The Community Services project is now entering its third year of operation. The project enables the company to lend support to schools and non-profit organizations that serve community interests in the City and County of San Francisco. A limited number of employees, both management and lower-level, are released to work up to four hours each week in selected community agencies. Some 35-40 employees participate in this program.

DESCRIPTORS: Employee Volunteer Programs

PROGRAM TITLE:	Corporate Action in Public Schools (CAPS)
NAME OF CONTACT:	Dwayne Brown
TITLE:	Staff Manager
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	180 New Montgomery St., San Francisco, CA 94105
COUNTY:	San Francisco
TELEPHONE:	(415)542-3904

PROGRAM DESCRIPTION: Pacific Bell provides volunteer tutors to assist teachers at selected elementary schools in San Francisco's minority community. The tutors are recruited from the Bay Area chapters of two employee organizations - CITIES and Los Padrinos.

Following an initial orientation, conducted by San Francisco School Volunteers, the volunteers assist with reading, spelling, math, and English. Additional training sessions are conducted during the school year to equip the volunteers with skills to assist teachers more effectively. Weekly approved release time is granted to the tutors.

DESCRIPTORS: Employee Volunteer Programs; Basic Skills Development; Minority Student Programs

PROGRAM TITLE: Private Sector Involvement Project

NAME OF CONTACT: Dr. Mary P. Scopatz

TITLE: Director, Career and Youth Employment Programs

COMPANY OR ORGANIZATION: Santa Barbara County Schools Office

ADDRESS: 4400 Cathedral Oaks Road
Santa Barbara, CA 93111

COUNTY: Santa Barbara

TELEPHONE: (805) 964-4711

PROGRAM DESCRIPTION: Since 1978 more than 400 business volunteers from the five communities in Santa Barbara County have been providing career awareness counseling on a one-to-one basis for high school students. The program began as a combined effort of the Santa Barbara County Schools Office, the Community Career Development Council (CCDC) and the National Alliance of Business (NAB). The CCDC has evolved into the Santa Barbara Industry Education Council affiliated with the Industry Education Council of California.

Business volunteers were recruited by NAB from the 15 common career clusters. The volunteers were taught some basic counseling techniques in training sessions jointly conducted by the Santa Barbara County Schools staff, NAB staff and school site counselors. Volunteers were asked to provide career awareness counseling on a one-to-one basis at their places of business. They were asked to provide a tour of their facilities as part of the counseling sessions to allow students an opportunity to experience the work environment. A school site liaison recruited participants and matched their career interests with a business volunteer in that career field. An appointment was then made for the student to meet with the business volunteer after school hours for a career awareness counseling session. Feedback forms were completed by both the business volunteer and the participant.

DESCRIPTORS: Employee Volunteer Programs

PROGRAM TITLE:	San Francisco School Volunteers
NAME OF CONTACT:	Joanne Dills/Lin Ishihara
TITLE:	Program Directors
COMPANY OR ORGANIZATION:	Same
ADDRESS:	135 Van Ness Ave., Rm. 20B San Francisco, CA 94102
COUNTY:	San Francisco
TELEPHONE:	(415) 864-4223

PROGRAM DESCRIPTION: San Francisco School Volunteers, a non-profit agency in existence for some 20 years, represents more than 2,500 people giving their time, skills and energy to help personalize instruction in the city's public schools. The goal of the organization is to create a working partnership between the community and the schools in the interest of attaining the best possible education for San Francisco's diverse student population.

Several of the School Volunteers projects are described here: Corporate Action in Public Schools; Mutual Exchange; Life Skills Series; and the Corporate Action Committee School/Business Clearinghouse. These programs are supported through the volunteer and financial contributions of a wide variety of San Francisco businesses, and through several foundations.

Corporate Action in Public Schools: CAPS brings business volunteers together to work as a team in a district school, where they provide skills reinforcement and enrichment for students in kindergarten through grade 12. Depending on the needs identified by school staff, the corporate volunteers may tutor in academic subjects; assist in particular areas of expertise (computers, music, sports, etc.); help limited-English-speaking students; or share information about careers. This year, more than 120 volunteers from businesses throughout the city participated in 25 schools. Contact: Joanne Dills, CAPS Director, (415) 864-4223.

Mutual Exchange: San Francisco business firms place teachers from math, science, computer technology and business disciplines in paid summer internships to upgrade their skills, supplement their incomes, and keep them updated on ongoing trends and

PROGRAM TITLES: San Francisco School Volunteers (Continued)

developments in their fields. The summer internships are supplemented with workshops, classroom curriculum activities, and informational exchanges between business and schools through semi-annual Business-Education Days, which involve some 50 secondary teachers working with 50 corporate employees within five key San Francisco industry areas. Contact: Joanne Dills, (415) 864-4223.

Life Skills Series: A strong alliance between San Francisco Unified School District, San Francisco School Volunteers, and San Francisco businesses has resulted in industry-related Life Skills units. These units focus on application of practical skills through banking, insurance, energy and manufacturing curriculum activities. Students in both elementary and middle schools learn consumer skills while reinforcing basic skills. Classroom teachers collaborate with corporate specialists in developing activities broadening skills in the areas of math, vocabulary, writing, reading, art, career awareness and social studies. CAPS release-time corporate volunteers are used to provide students with a practical understanding of applied learning; a better understanding of the business world and how it works; increased awareness of the relationship between business, school, the community and home. Contact: Joanne Dills, (415) 864-4223.

Corporate Action Committee School/Business Clearinghouse: The Corporate Action Committe (CAC) facilitates connections between schools and business in three specific areas: career options, economic literacy, and job preparation and training. Since its inception in October 1982, the Clearinghouse has recruited business mentors for a high school job shadowing program; disseminated copies of the CAC Resource Guide to the World of Work; linked school counselors with employment representatives to better communicate employer expectations of future workers; provided materials to schools and businesses about internship programs; assisted Wells Fargo Bank in its recruitment of entry-level workers; and more. This program is supported by many top-level San Francisco businesses, who have representatives on CAC. Contact: Lin Ishihara, (415) 864-4223.

DESCRIPTORS: Employee Volunteer Programs; Teacher Internships and Training; Classroom Materials and Equipment; Career Exploration; Business and Economic Education

PROGRAM TITLE:	Industry Education Council Youth Motivation Task Force (YMTF)
NAME OF CONTACT:	Vanessa Agustus
TITLE:	1982-1983 YMTF Coordinator
COMPANY OR ORGANIZATION:	On Loan to IEC from Lockheed
ADDRESS:	Lockheed Missiles & Space Co. Sunnyvale, CA 94086
COUNTY:	Santa Clara
TELEPHONE:	(408) 742-8345

PROGRAM DESCRIPTION: Santa Clara County: The purpose of YMTF is to bring disadvantaged youth into direct contact with successful businesspeople from backgrounds similar to their own. Volunteer representatives from industry visit junior high and high schools to make students aware of career opportunities and how they should prepare themselves to take advantage of such opportunities. Representatives (usually two per class) talk to students about their own experiences and how they have overcome obstacles that have historically prevented needy and minority students from qualifying for successful careers. The aim is to stimulate students to think about career options available through planning and education. The program may also include on-site visits by students to enable them to observe actual work environments. The program is structured solely on volunteers from industry and participants receive no compensation for their time. The Task Force Management Team consists of on-loan employees from industry on a part-time basis.

Greater Los Angeles Area: The YMTF has been serving the Los Angeles area since 1967. Objectives and goals of the Los Angeles Task Force are the same as those described above. Each year, more than 2,400 volunteers from 100 private companies are recruited, trained and assigned to visit junior and senior high school classrooms to serve as caring and interested role models. The Task Force reached nearly 60,000 students last year. Some of the participating companies are Texaco, Inc.; Rockwell International; Rocketdyne; SoCal; California Federal Savings and Loan Association; Aerospace Corp.; BankAmerica Corporation; General Telephone; System Development Corporation;

PROGRAM TITLE: Industry Education Council Youth Motivation Task Force (continued)

Security Pacific National Bank; Southern California Edison Company; Aerojet Electrosystems Co.; and Northrop Corporation. For more information on YMTF in the Los Angeles area, contact: The Management Council, 450 N. Grand Ave., Room C-103, Los Angeles, CA 90012, (213) 626-5121.

DESCRIPTORS: Employee Volunteer Programs

PROGRAM TITLE:	Banking Unit
NAME OF CONTACT:	Lisa Myers
TITLE:	Public Affairs Officer
COMPANY OR ORGANIZATION:	Sumitomo Bank of California
ADDRESS:	365 California St. San Francisco, CA
COUNTY:	San Francisco
TELEPHONE:	(415) 445-3847

PROGRAM DESCRIPTION: Sumitomo teaches banking to fifth-graders in San Francisco, Oakland and Sacramento public schools. The ten-week program meets one hour a week and is taught by two bank volunteers. The fifth-graders are taught how to open accounts, make deposits, write checks and reconcile checking accounts. Students are also shown how to go about seeking employment with a bank as part of career awareness activities.

DESCRIPTORS: Employee Volunteer Programs; Career Exploration

PROGRAM TITLE: Alamo Park School Partnership

NAME OF CONTACT: Marge Winston

TITLE: Employee Volunteer Program Director

COMPANY OR ORGANIZATION: Foremost-McKesson, Inc.

ADDRESS: One Post Street

COUNTY: San Francisco, CA 94104

TELEPHONE: (415) 983-7660

PROGRAM DESCRIPTION: Foremost-McKesson employees have entered a joint venture project with the faculty and students at Alamo Park, an alternative San Francisco high school. The goal is to ensure a quality education program which will manifest itself in a composite of educational experiences. Employees provide weekly tutoring sessions and serve as role models and assistant counselors; they also assist the principal and faculty in curriculum development planning. Employees also attend in-service training workshops led by educators and licensed psychologists on methods and cultural sensitivity.

In addition, employees participate in on-going career motivation activities. The corporation has also provided contributions for learning materials and supplies and for field trips for the students.

Foremost-McKesson recently awarded a grant so that company employees and the staff at Alamo Park could initiate a learning consortium which will meet three critical needs:

(1) raise pupil achievement in reading, math, science and written composition;

(2) motivate school staff to develop and implement a strategy to raise student achievement levels; and

(3) articulate efforts and resources of the school community in a uniform, consistent attack on failure.

DESCRIPTORS: Employee Volunteer Programs; Basic Skills Development; Adopt-A-School Programs; Curriculum Development and Revitalization

PROGRAM TITLE: Explorer Scouts

CONTACT:

Linda Gohata
Community Programs Coordinator
Northrop Corp., Aircraft Div.
One Northrop Ave.
Hawthorne, CA 90250
(213) 970-6721

Dale Van Natta
Manager, Community Services
TRW
One Space Park
Redondo Beach, CA 90278

Jim Uhl
Committee Chairman
United Airlines
Maintenance Operations Ctr. Bldg. 84
San Francisco International Airport
San Francisco, CA 94128

Chick Stobing
Branch Systems Manager
Tandem Corp.
Four Embarcadero Center
(location 11)
San Francisco, CA

Cleveland Thomas
Supervising Designer
Bechtel Power Corp.
P. O. Box 3965
San Francisco, CA 94119

PROGRAM DESCRIPTION: Explorer Scouts, a division of the Boy Scouts of America, gives high school students an opportunity to study career options through hands-on training in a particular profession. Individual companies who sponsor a post provide volunteers, advisors, career guidance, activities, and financial support as part of their commitment. The greatest benefit to students is the opportunity to develop real skills in the workplace and to explore careers such as aviation, computer science and engineering.

Northrop Corporation, TRW, United Air Lines, Tandem Corporation and Bechtel Corporation are among sponsors of Explorer Posts in California. These firms each serve an average of 100 students per year, providing hands-on experience supervised by employee volunteers.

For more information, please contact individual company contacts listed above.

DESCRIPTORS: Employee Volunteer Programs

INTERGENERATIONAL PROGRAMS

Community involvement is the key to improving student performance and to making schools more responsive to the needs of society. Intergenerational programs are a creative example of how schools are beginning to tap a growing segment of many California communities - senior citizens. Many seniors are currently sharing their time and talents with public school students, offering one-to-one advice, assistance, perspectives and expertise.

The intergenerational programs listed in this section were recently selected by the California State Department of Education for funding as part of an overall effort to increase community involvement in local education.

Businesses can help develop active community support for public schools by encouraging their retired employees to share their talent and expertise with students, and by providing financial or in-kind contributions to support the establishment of older adult/youth partnerships in schools.

PROGRAM TITLE:	Intergenerational Life Experience Program
NAME OF CONTACT:	Harriet Gusman
TITLE:	Director
COMPANY OR ORGANIZATION:	Claremont Unified School District
ADDRESS:	2080 North Mountain Ave. Claremont, CA 91711
COUNTY:	Los Angeles
TELEPHONE:	(714) 624-9041

PROGRAM DESCRIPTION: This program brings together older adults and orthopedically and learning handicapped students ages twelve to twenty-one. Older adults will work with students to assist them to become as independent as possible within the limits of their disabilities. By June, 1984, 22 orthopedically handicapped students will have received training in life skills. All students will be able to perform a minimum of three new functional skills needed in real life situations; such as cleaning, cooking, doing laundry, ironing, etc.

DESCRIPTORS: Intergenerational Programs; Special Education Programs; Employee Volunteer Programs

PROGRAM TITLE:	Seasons - Senior Experts as Speakers on Numerous Subjects
NAME OF CONTACT:	Steve Kingsford
TITLE:	Director
COMPANY OR ORGANIZATION:	Tri-Tec Center
ADDRESS:	535 East Main Street Ventura, CA 93009
COUNTY:	Ventura
TELEPHONE:	(805) 654-2164

PROGRAM DESCRIPTION: This program will utilize senior citicens in a museum outreach effort to schools. The seniors will participate in classroom presentations that relate to local history and people. Senior citizens will help students replicate artifacts and antiques pertinent to these presentations. Seniors will also participate in a seniors speakers' bureau designed to respond to specific teacher requests for resource people. Through this program students will experience history through eyewitnesses and will be exposed to human social situations beyond their immediate experiences.

DESCRIPTORS: Intergenerational Programs; Employee Volunteer Programs

PROGRAM TITLE:	Senior Citizen Exchange Program
NAME OF CONTACT:	Dr. Olivia Heathcote
TITLE:	Director
COMPANY OR ORGANIZATION:	Eastside Union High School District
ADDRESS:	830 North Capitol Avenue San Jose, CA 95133
COUNTY:	Santa Clara
TELEPHONE:	(408) 578-9100

PROGRAM DESCRIPTION: This project was designed to involve senior citizens in a meaningful, integrated role in a public high school. The seniors will assist students who need to improve their reading, writing, and math skills by serving as tutors. They will also serve as resource persons in an attempt to include real-life writing experiences in the school's writing program. In exchange for their services, seniors will be provided the opportunity to use the school's facilities, such as the library, the shops and technical facilities, the homemaking and art rooms, the photography darkroom, and the business department. They will also be given free admission to all athletic events and drama productions.

DESCRIPTORS: Intergenerational Programs; Basic Skills Development; Employee Volunteer Programs

PROGRAM TITLE: Art for the Students

NAME OF CONTACT: Beth L. Cornell

TITLE: Director

COMPANY OR ORGANIZATION: Performing Tree, Inc.

ADDRESS: 1320 W. Third Street
Los Angeles, CA 90017

COUNTY: Los Angeles

TELEPHONE: (213) 482-8830

PROGRAM DESCRIPTION: This project will integrate indigenous Latino crafts and a junior high school arts curriculum, encouraging students to develop skills and techniques through their interaction with senior citizen artisans. Four senior citizens who are skilled in working within the traditional Mexican folk craft discipline will be identified and will attend seminar/workshops sponsored by the San Fernando Valley Arts Council and designed especially for seniors. The seniors will also have a one-week apprenticeship with Performing Tree artists in order to facilitate the transition to the classroom.

DESCRIPTORS: Intergenerational Programs; Minority Student Programs; Employee Volunteer Programs

PROGRAM TITLE: Dialogue

NAME OF CONTACT: Helen Tieger

TITLE: Director

COMPANY OR ORGANIZATION: Los Angeles Unified School District

ADDRESS:
Audubon/Crenshaw High Schools
450 North Grand Ave.
Los Angeles, CA 90012

COUNTY: Los Angeles

TELEPHONE: (213) 298-1312

PROGRAM DESCRIPTION: Project "Dialogue" has three major goals: (1) to train teachers in the use of newly developed instructional materials on aging and the aging process; (2) to provide resource information to teachers for the incorporation of aging education into their existing classroom programs; and (3) to bring together older adults and school-age youth in classroom learning situations/educational activities. Teachers and students in seventh through tenth grade Health Science Classes in three schools will participate in this program. In one activity, students will participate in an oral history project. They will interview senior citizens at senior citizen centers and the Holocaust Museum and report about the life experiences of these older adults.

DESCRIPTORS: Intergenerational Programs; Employee Volunteer Programs

PROGRAM TITLE: The California Share Project

NAME OF CONTACT: Charlotte Tropp

TITLE: Director

COMPANY OR ORGANIZATION: Humboldt State University Foundation

ADDRESS: Arcata, CA 95521

COUNTY: Humboldt

TELEPHONE: (707) 826-3372

PROGRAM DESCRIPTION: The California Share project has two primary goals: (1) to act as a deterrent to mental/physical deterioration by helping older persons in the community to reactivate their skills and interests and apply them in meaningful experiences with young people; and (2) to assist both public and private educational systems in promoting knowledge about the aging process, the concept of lifelong learning and the interaction of youth with older persons. The following are some activities that will be incorporated into the program:

a. in-service training for teachers and senior volunteers;
b. field trips by students to elderly nutrition centers, adult day health care centers, and convalescent facilities;
c. one-to-one tutoring for students with learning disabilities; and
d. senior resource speaker presentations

DESCRIPTORS: Intergenerational Programs; Special Education Programs; Employee Volunteer Programs

PROGRAM TITLE: Seniors Enriching Education

NAME OF CONTACT: Alicia Castelan-Storm

TITLE: Coordinator

COMPANY OR ORGANIZATION: Ruby Drive Elementary School

ADDRESS: 601 Ruby Drive
Placenta, CA 92670

COUNTY: Orange

TELEPHONE: (714) 524-8623

PROGRAM DESCRIPTION: This program utilizes seniors as resource persons, tutors and lunch companions on campus. A curriculum strand provides aging awareness and knowledge for students and staff. Selected seniors will lead cooking activities with small groups of children. Students participating in the program will demonstrate increased self-esteem and positive behavior. Seniors will be transported from home to school and will also be provided a nutritious lunch on days they participate at school. In-service presentations will be provided by the school and district staff to help senior volunteers learn skills which enable them to enhance students' self-concept. In-service will also be provided for seniors on tutoring techniques.

DESCRIPTORS: Intergenerational Programs; Employee Volunteer Programs

PROGRAM TITLE:	Youth and Seniors: Science and Discovery Workshops
NAME OF CONTACT:	Alysia Galo
TITLE:	Coordinator
COMPANY OR ORGANIZATION:	The Regents of the University of California
ADDRESS:	M-11, Wheeler Hall Berkeley, CA 94720
COUNTY:	Alameda
TELEPHONE:	(415) 642-1793

PROGRAM DESCRIPTION: The focus of this program is a series of hands-on discovery science workshops presented weekly to individual classes in kindergarten through eighth grade in the Oakland and Richmond School District. The workshops will be team taught by Lawrence Hall of Science staff and senior citizens at the schools. The goals of the program are to (a) provide students with positive weekly interaction with seniors, (b) facilitate open-ended explorations which demystify science for youth and seniors, and (c) create a resource bank of seniors trained in discovery-based science activities.

DESCRIPTORS: Intergenerational Programs; Math, Science, and Energy Programs; Employee Volunteer Programs

PROGRAM TITLE: VIP - Volunteers In Partnerships

NAME OF CONTACT: Judy Sohigian

TITLE: Coordinator

COMPANY OR ORGANIZATION: Healdsburg Union High School District

ADDRESS: 925 University Street
Healdsburg, CA 95448

COUNTY: Sonoma

TELEPHONE: (707) 433-5571

PROGRAM DESCRIPTION: This program is designed to create a central and cohesive approach in both identifying senior citizens interested in working in schools and providing their resources to the schools. The program will bring together senior citizens, school staff, and students in kindergarten through grade 12 in classrooms and related educational activities in a reciprocal exchange of time and services. The reciprocal program will allow students to exchange time and services for a senior's contribution hour by hour. Seniors will be utilized as unique living resources, sharing particular disciplines and their special life experiences. Aging education will also be incorporated into the existing curriculum.

DESCRIPTORS: Intergenerational Programs; Employee Volunteer Programs

PROGRAM TITLE: People Helping People

NAME OF CONTACT: Jack C. Jenkins

TITLE: Coordinator

COMPANY OR ORGANIZATION: Sacramento County Office of Education

ADDRESS: 9738 Lincoln Village Drive
Sacramento, CA 95827

COUNTY: Sacramento

TELEPHONE: (916) 366-2581

PROGRAM DESCRIPTION: The Sacramento Regional Occupation Program (ROP), which provides vocational training opportunities to local high school students, is a joint venture between local school districts and the Sacramento County Office of Education. The main thrust of People Helping People is to implement a basic skills tutorial program to assist students to complete ROP training. Senior citizens and individuals who have retired from local business and industry will be utilized as tutors to teach the basic skills of reading and arithmetic. Recruitment of these tutors will be through vocational program advisory committees, senior citizen groups, retirement organizations and service clubs. In addition to academic tutoring, these individuals will provide emotional support and encouragement, as well as being a motivational force for these students. Tutors will assist in interpreting for non-English-speaking or limited-English-proficient students. Tutors will receive in-service training covering concepts of reading, math, interpersonal skills and behavior modification.

DESCRIPTORS: Intergenerational Programs; Basic Skills Development; Minority Student Programs; Employee Volunteer Programs

PROGRAM TITLE:	Seniors with Interests in New Generations (SWING)
NAME OF CONTACT:	Patricia Pruden Mohr
TITLE:	Director
COMPANY OR ORGANIZATION:	Hacienda La Puente Unified School District
ADDRESS:	15959 East Gale Avenue La Puente, CA 91749
COUNTY:	Los Angeles
TELEPHONE:	(213) 333-2201

PROGRAM DESCRIPTION: Project SWING is designed to recognize and provide a reciprocal community-wide opportunity for intergenerational interaction and support within the elementary and adult education systems that presently serve children and senior citizens. Particular emphasis is placed on schools with limited-English-proficient speaking children. A system for matching skills, interests and abilities of senior citizens with needs, resources and program of elementary school children and school site shall be determined and carried out. One major intent of this program is to assist in academic remediation, particularly reading. This will be accomplished through a combined use of a special math/reading program, and tutorial assistance of SWING volunteers.

DESCRIPTORS: Intergenerational Programs; Basic Skills Development; Minority Student Programs; Employee Volunteer Programs

PROGRAM TITLE:	Intergenerational Dialogues Program
NAME OF CONTACT:	Rita A. Ergas
TITLE:	Regional Representative
COMPANY OR ORGANIZATION:	The Sears-Roebuck Foundation
ADDRESS:	900 So. Fremont Ave. Alhambra, CA 91802
COUNTY:	Los Angeles
TELEPHONE:	(213) 576-4173

PROGRAM DESCRIPTION: The purpose of this program is to increase communication and understanding among generations. The major intent is to influence the attitudes of children toward older persons so that negative stereotypes can be overcome.

The program includes an educational support kit and three film vignettes designed for viewing in sequence in classrooms of students ages nine through eleven. Older volunteers act as role models for the students.

The Sears-Roebuck Foundation provides an annual corporate contribution for distribution and associated program costs.

DESCRIPTORS: Intergenerational Programs; School Foundations

PARENTING PROGRAMS

Despite research findings that parental involvement is one of the most important factors contributing to childrens' educational success, just one parent in five has regular contact with his or her child's school, according to a recent Gallup Poll. The same survey points to the conclusion that many of the problems which plague schools today--including poor student discipline, low motivation and poor study habits--can be solved only if parents become a part of the teaching team.

Parenting programs are one relatively new way to help individuals become more responsive and effective parents. Such programs aim to help parents, and parents-to-be, become more aware of the effects of their interactions with their children, and to show them ways to make the home a powerful environment for developing basic educational skills. The home is also where children develop the self-confidence and esteem that plays such crucial roles in educational achievement.

Many questions remain, however, as to how parents, school and community can best work together to strengthen local education. Parenting programs presented in this section explore that issue. Most have received funding from the California State Department of Education as part of the overall effort to stimulate community/education partnerships.

While the business community is not greatly involved with parenting programs at present, there are a number of ways in which local business and industry could contribute to these important educational projects, including:

- sponsorship of public education campaigns which emphasize the positive roles that parents play in education, and encourage active support and involvement in children's educational programs;
- commitment of resources to local programs aimed at increasing parental involvement in education
- support and promotion of programs which provide release time for employees, particularly parent-employees - to volunteer their services in schools.

PROGRAM TITLE:	Parenting Education for At Risk Students
NAME OF CONTACT:	Janice Klemm
TITLE:	Consumer Home Economics Coordinator
COMPANY OR ORGANIZATION:	Fresno Unified School District
ADDRESS:	Tulare and M Streets Fresno, CA 93721
COUNTY:	Fresno
TELEPHONE:	(209)441-3662

PROGRAM DESCRIPTION: A nine-week unit on parenting education is a local requirement for graduating seniors. This project targets the students who are at high risk of not completing high school or who may have an increased need of parenting education. It provides parenting education, in-service training for teachers and individual learning packets for use by students as independent study units or in group lessons.

DESCRIPTORS: Parenting Programs

PROGRAM TITLE:	Understanding and Caring for Children
NAME OF CONTACT:	Lois Carman
TITLE:	Coordinator
COMPANY OR ORGANIZATION:	Santa Clara Unified School District
ADDRESS:	1889 Lawrence Road Santa Clara, CA 95052
COUNTY:	Santa Clara
TELEPHONE:	(408)985-6323

PROGRAM DESCRIPTION: This project develops experiental learning activities designed for students with special needs, including learning handicapped, limited-English-proficient, and others who are often unsuccessful in traditional academic clases. An alternative to the present Family Life course, this approach is community-based and utilizes community agencies to provide experiences in child care centers and other settings. Students increase their understanding of the role and responsibilities of parenthood, their skills in interacting and communicating with children, their knowledge of child development and their confidence in their ability to parent.

DESCRIPTORS: Parenting Programs; Special Education Programs; Minority Student Programs

PROGRAM TITLE:	Parenting Now and In The Future
NAME OF CONTACT:	Nancy Benn
TITLE:	Project Director
COMPANY OR ORGANIZATION:	Irvine Unified School District
ADDRESS:	2941 Alton Avenue Irvine, CA 92713
COUNTY:	Orange
TELEPHONE:	(714)552-4882

PROGRAM DESCRIPTION: The purpose of this project is to develop curriculum for parents and students in specific aspects of parenting, i.e., adjustment to the changing family structure, social-emotional and developmental needs of children, and communication skills. Forty lessons will be developed, and implementation will be district-wide for students in grades seven through twelve.

DESCRIPTORS: Parenting Programs

PROGRAM TITLE: Effective Student Parenting Program

NAME OF CONTACT: Dr. Shel Weissman

TITLE: Director

COMPANY OR ORGANIZATION: Alliance for Career Education

ADDRESS: 1760 Marston Road, #39
Sacramento, CA 95825

COUNTY: Sacramento

TELEPHONE: (916)446-1012

PROGRAM DESCRIPTION: The aim of this project is to develop a focused curriculum in student parenting skills in both the intermediate and secondary schools. Parents will serve as role models, and classroom activities will have immediate application at home. Teachers and parents will be trained to facilitate the curriculum, and the results will be presented to the school board to obtain support for continuation. District-wide participation is anticipated after the field test.

DESCRIPTORS: Parenting Programs

PROGRAM TITLE: Parenting Education Project

NAME OF CONTACT: Marilyn S. Izumita

TITLE: Special Education Coordinator

COMPANY OR ORGANIZATION: Orange County Superintendent of Schools

ADDRESS: P. O. Box 9050,
Costa Mesa, CA 92626

TELEPHONE: (714)966-4139

PROGRAM DESCRIPTION: This project will establish the first Parenting Education class offered in the Orange County Juvenile Court School. It is designed specifically for students in grades seven through ten. It will utilize nonprofit private agencies in a school-community partnership to provide positive parenting role models for student.

DESCRIPTORS: Parenting Programs

PROGRAM TITLE: Sharing and Experiencing Life as a Family

NAME OF CONTACT: Ellen Turner

TITLE: Project Director

COMPANY OR ORGANIZATION: Amador Valley Union High School District

ADDRESS: P. O. Box 130
Pleasanton, CA 94566

COUNTY: Alameda

TELEPHONE: (415)829-6942

PROGRAM DESCRIPTION: This project focuses on developing parenting education curriculum for the School-Age Mothers (SAM) program. In each topic area the young mother is asked to make constant referral to her own background, childhood, culture, and present feelings. The evaluation will show comparative data with another SAM program not utilizing the curriculum. The developed curriculum will be disseminated to other SAM programs in California.

DESCRIPTORS: Parenting Programs

PROGRAM TITLE: Relationship Skills for Adolescents and Their Parents

NAME OF CONTACT: Ron Fontaine

TITLE: Director Special Projects

COMPANY OR ORGANIZATION: Kern Union High School District

ADDRESS: 2000 - 24th Street
Bakersfield, CA 93301

COUNTY: Kern

TELEPHONE: (805)327-2751

PROGRAM DESCRIPTION: This district will develop and pilot curriculum dealing with the relationship of adolescents to their parents. Home economics teachers will develop instructional packages emphasizing communication, problem-solving and decision-making skills. Units of study will include crisis situations that may impact on today's family such as teenage pregnancy, step-parenting, financial crisis, child abuse/battering parents, handicapped family members, death of a family member, and substance abuse. Dissemination will be district-wide for home economics teachers. The units will be available to other interested schools.

DESCRIPTORS: Parenting Programs

PROGRAM TITLE:	Parenting Education Plan
NAME OF CONTACT:	Dr. Susan Van Zant
TITLE:	Principal
COMPANY OR ORGANIZATION:	Poway Unified School District
ADDRESS:	13616 Twin Peaks Road Poway, CA 92604
COUNTY:	San Diego
TELEPHONE:	(619)748-0230

PROGRAM DESCRIPTION: This project proposes to develop and organize a comprehensive parenting program, consisting of parent education curriculum, curriculum guide, a videotape program, and parent support groups. The project will extend the concept of consistent, appropriate child discipline and responsibility to parents. Parent Education classes and support groups are the proposed vehicles.

DESCRIPTORS: Parenting Programs

PROGRAM TITLE:	Communicacion Bilingue: A Unique Parent/School Communication Model
NAME OF CONTACT:	Dr. Marco Mazzoni
TITLE:	Superintendent
COMPANY OR ORGANIZATION:	Alisal School District
ADDRESS:	1205 East Market Street Salinas, CA
COUNTY:	Monterey
TELEPHONE:	(408)424-0464

PROGRAM DESCRIPTION: This project proposes a comprehensive and unique parent/school communication model intended to deliver bilingual-bicultural training to teachers, aides, and administrators working with parents in grades kindergarten through six.

Hartnell Junior College and the Alisal School District will design training in the areas of (1) Parent/Administration Communications, (2) Parent/Teacher Communications, (3) Parent/Child Communications, (4) Community/School Communications, and (5) Other Forms of Parental Involvement. The parents of students in five elementary schools will participate in the initial program.

It is hoped that the program will facilitate the development of a structured bilingual program in the regular courses offered at Hartnell Junior College. This project should enable parents of limited-English-proficient students to participate in and more effectively support the instructional program at the school.

DESCRIPTORS: Parenting Programs; Minority Student Programs

PROGRAM TITLE:	Parenting Through Math and Beyond
NAME OF CONTACT:	Ellie Topolovac
TITLE:	Project Director
COMPANY OR ORGANIZATION:	Solana Beach School District
ADDRESS:	309 North Rios Solana Beach, CA 92705
COUNTY:	San Diego
TELEPHONE:	(619)755-8000

PROGRAM DESCRIPTION: In this parent education and involvement project, parents work with their children at home, progressing through school-developed packets on computer literacy, consumer math, and other units to meet the technological challenges of the future. By May 1984, 75 percent of the students in grades kindergarten through six will have progressed through at least five curriculum areas.

DESCRIPTORS: Parenting Programs; Math, Science and Energy Programs; Computer Projects

PROGRAM TITLE:	Parent Program
NAME OF CONTACT:	Barbara Sevier
TITLE:	Program Director
COMPANY OR ORGANIZATION:	Serendipity Diagnostic & Treatment Center
ADDRESS:	6441 Matheney Way Citrus Heights, CA 95610
COUNTY:	Sacramento
TELEPHONE:	(916)969-1240

PROGRAM DESCRIPTION: This project targets that population of seriously emotionally disturbed adolescents living in a licensed children's institution who have experienced poor modeling pratices by parents. Research indicates that parenting is a learned behavior and that bad, as well as good, practices are learned and passed on to the next generation, thus creating repeated episodes of abuse, neglect, and abandonment by parents when maladaptive practices are taught.

It is the intent of this project to intervene and break patterns of maladaptive parenting practices. An animal husbandry program on birthing and rearing of small domestic animals, arrangements with child care centers for students to adapt what they are learning in a supervised setting, and classroom instruction are the vehicles used to reinforce positive parenting patterns.

DESCRIPTORS: Parenting Programs; Special Education Programs

CLASSROOM MATERIALS AND EQUIPMENT

Schools throughout the state benefit from business donations of materials and equipment, ranging from band uniforms to award-winning science films. Donations are made by individual firms, business associations, and in some cases, by business-sponsored foundations.

Some of these donations enable teachers to enhance standard curriculum with hands-on demonstrations, films and other materials. Other contributions extend student education to new areas, including energy conservation, health care, nutrition, and water resources.

Business and industry also donate in-kind services, such as the printing of annual reports. Many firms develop special relationships with nearby schools and annually sponsor teams, classroom excursions and other activities.

One program which has had a special impact on classroom education is the Sponsored Textbook Program, operated by the Foundation for Teaching Economics. The foundation identifies local or regional businesses interested in supporting their community's schools, and these firms then underwrite all or part of the purchase of a general economics text.

PROGRAM TITLE:	Employee Product Gift Program
NAME OF CONTACT:	Barbara Williams
TITLE:	Corporate Contributions Office
COMPANY OR ORGANIZATION:	Hewlett-Packard Company (HP)
ADDRESS:	3000 Hanover Street Palo Alto, CA 94304
COUNTY:	Santa Clara
TELEPHONE:	(415) 857-1500

PROGRAM DESCRIPTION: Hewlett-Packard contributes 75 percent and employees match 25 percent of the list price of HP products to be donated to approved educational institutions. Contributions must be a new HP product or array of products suitable for general education use. List price cannot exceed $20,000 per employee per institution, per calendar year.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE: GTE Community Film Festivals

NAME OF CONTACT: Jorge Jackson

TITLE: Community Relations Director

COMPANY OR ORGANIZATION: General Telephone of California (GTE)

ADDRESS: P. O. Box 889, RC 3120
Santa Monica, CA 90406

COUNTY: Los Angeles

TELEPHONE: (213) 451-7644

PROGRAM DESCRIPTION: General Telephone of California has 100 16mm language arts films which are used on a free loan basis by various community groups and schools for special events and school assemblies. Films are of an entertainment nature and are appropriate for kindergarten through high school students. Many of the films are Emmy Award winners.

The film festival program is administrated through corporate headquarters, and customers pick up films at local GTE public offices.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Newspapers in Education Program
NAME OF CONTACT:	William Jennings
TITLE:	County Superintendent of Schools
COMPANY OR ORGANIZATION:	San Mateo Office of Education
ADDRESS:	County Offices, San Mateo, CA
COUNTY:	San Mateo
TELEPHONE:	(415) 363-5400

PROGRAM DESCRIPTION: The San Mateo Office of Education in conjunction with the San Mateo Times newspaper provides newspapers to some 3000 students in 118 schools. The newspapers are utilized in classroom instruction and students are taught the benefits of reading newspapers.

Pacific Bell has made a corporate contribution for this program.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Surplus Furniture & Equipment Contributions
NAME OF CONTACT:	L. W. Alkire
TITLE:	College Relations Manager
COMPANY OR ORGANIZATION:	Bechtel Power Corporation
ADDRESS:	P. O. Box 3965 San Francisco, CA 94119
COUNTY:	San Francisco
TELEPHONE:	(415) 768-5419

PROGRAM DESCRIPTION: When possible, Bechtel assists education programs by donating surplus equipment. This past year, Bechtel donated 100 surplus typewriters to MESA, three typewriters to Junior Achievement and 67 typewriters to the San Francisco Public School System.

Bechtel also plans to donate surplus office furniture and equipment to furnish a new MESA tutoring center at University of California at Berkeley.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE: Energina Energy Education Program

NAME OF CONTACT: E. C. Lund

TITLE: Supervisor, Educational Services

COMPANY OR ORGANIZATION: Southern California Edison Company

ADDRESS: 235 E. Badillo Street
Covina, CA

COUNTY: Los Angeles

TELEPHONE: (213) 915-3540

PROGRAM DESCRIPTION: This program is a comprehensive energy education program initiated in 1979 in a cooperative effort between the Southern California Edison Company, the Los Angeles Department of Water and Power, and the Sacramento Municipal Utility District. This series emphasizes the behavioral changes needed to achieve conservation and environmental goals. Materials are designed to be infused into all elements of a curriculum and offer both basic skills and cognitive learning experiences.

There are basic program elements for all levels, from kindergarten to high school, with supplemental activities and projects available that provide additional learning experiences.

DESCRIPTORS: Classroom Materials and Equipment; Math, Science and Energy Programs

PROGRAM TITLE: Safety Education

NAME OF CONTACT: E. C. Lund

TITLE: Supervisor, Educational Services

COMPANY OR ORGANIZATION: Southern California Edison Company

ADDRESS: 235 E. Badillo Street
Covina, CA

COUNTY: Los Angeles

TELEPHONE: (213) 915-3540

PROGRAM DESCRIPTION: Electrical safety education is of prime concern to the Southern California Edison Company. Each year a kite safety booklet is distributed to all elementary schools in the Edison service territory. As a part of this on-going program, several electrical safety-related films and materials are available to teachers.

DESCRIPTORS: Classroom Materials and Equipment; Math, Science, and Energy Programs

PROGRAM TITLE:	BlueBacks
NAME OF CONTACT:	Nancy McIntyre
TITLE:	Community Affairs Officer
COMPANY OR ORGANIZATION:	Security Pacific National Bank
ADDRESS:	333 South Hope Street Los Angeles, CA 90051
COUNTY:	Los Angeles
TELEPHONE:	(213) 613-5114

PROGRAM DESCRIPTION: "BlueBacks" is the name of a simulated currency designed by the bank for distribution to public and private schools in California. The "BlueBacks" learning package was developed in close cooperation with leading curriculum specialists and teachers for use in grades K-12. Currency consists of paper bills of unique historical design plus fiberboard coin.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Sponsored Textbook Program
NAME OF CONTACT:	William M. Hassebrock
TITLE:	President
COMPANY OR ORGANIZATION:	Foundation for Teaching Economics (FTE)
ADDRESS:	555 California St., Suite 4600 San Francisco, CA 94104
COUNTY:	San Francisco
TELEPHONE:	(415) 421-6615

PROGRAM DESCRIPTION: One of FTE's most effective programs is the Sponsored Textbook Program. Schools and school districts which want to use the foundation's text, Our Economy, in their classrooms but lack the funds to do so, may apply to the foundation for assistance. The foundation identifies local or regional businesses interested in supporting their community's schools, and they in turn underwrite all or part of the purchase of the books plus any special training for teachers.

This program has been particularly successful in California, where there have been corporate sponsorship programs in San Diego, Los Angeles, Fresno, San Jose, Cupertino, Menlo Park, Sunnyvale, San Francisco, Vallejo, and Vacaville. Sponsors of these programs include Wells Fargo, Pacific Bell, Southern California Gas Company, Lockheed, Atari, Convergent Technologies, Ely Chevrolet, Measurex, Southern Pacific, C&H Sugar, and the American Potato Division of Basic American Foods.

DESCRIPTORS: Classroom Materials and Equipment; School Foundations

PROGRAM TITLE:	Energy Conservation Experience
NAME OF CONTACT:	E. C. Lund
TITLE:	Supervisor, Educational Services
COMPANY OR ORGANIZATION:	Southern California Edison Company
ADDRESS:	235 E. Badillo Street Covina, CA
COUNTY:	Los Angeles
TELEPHONE:	(213) 915-3540

PROGRAM DESCRIPTION: The Energy Conservation Experience program is designed to teach residential energy conservation/load management techniques and to provide a data base for making appropriate energy use and lifestyle decisions.

The program includes a self-contained teacher's guide with suggested teaching strategies, pre- and post-tests, student exercises and assignments, answer keys, a glossary and optional in-class exercises, examples of residential conservation applications and a personal energy conservation/energy cost simulator.

The elements of the program are designed as a unit plan covering classroom periods on five consecutive days. Company representatives are on campus for two of the five days to present the examples of energy conservation applications, and to help the students use the simulator.

This program can be presented at 40 high schools each school year. Approximately 10,000 high school teachers and students can participate in the program each year.

DESCRIPTORS: Classroom Materials and Equipment; Math, Science and Energy Programs

PROGRAM TITLE: Community Fund Support of Local Education

NAME OF CONTACT: Thomas L. Lee

TITLE: President

COMPANY OR ORGANIZATION: Valencia Corporation (subsidiary of The Newhall Land and Farming Company)

ADDRESS: 23823 Valencia Boulevard, Valencia, CA 91355

COUNTY: Los Angeles

TELEPHONE: (805) 255-4020

PROGRAM DESCRIPTION: The Valencia Corporation contributes financially to local education programs in a variety of ways. The firm sponsors various teams, including baseball, soccer, football, Little Leagues and others. It also provides financial assistance for band uniforms, flag teams, high school yearbook publications and sporting events.

The Valencia Corporation also contributed to the Santa Clarita Valley Scholarship Foundation ($500), and the Hart High School District painting project ($1,500).

DESCRIPTORS: Classroom Materials and Equipment; Scholarship and Recognition Programs

PROGRAM TITLE:	School Contact
NAME OF CONTACT:	Margaret Pashko
TITLE:	Consumer Information and Education Manager
COMPANY OR ORGANIZATION:	Southern California Gas Company
ADDRESS:	9240 E. Firestone Blvd. M.L. 890 Downey, CA
COUNTY:	Systemwide
TELEPHONE:	(213) 803-7708

PROGRAM DESCRIPTION: Consumer Information Representatives disseminate education materials to elementary and secondary school administrators and teachers. Contributions include kindergarten through grade 12 "Energy Source" education curriculum materials and films.

DESCRIPTORS: Classroom Materials and Equipment;

PROGRAM TITLE:	National Educational Film Festival (NEFF)
NAME OF CONTACT:	Sue Davies
TITLE:	Executive Director
COMPANY OR ORGANIZATION:	National Educational Film Festival
ADDRESS:	1025 Second Avenue Oakland, CA 94606
COUNTY:	Alameda
TELEPHONE:	(415) 465-6885

PROGRAM DESCRIPTION: NEFF was founded in 1970 at Montera Junior High School as a vehicle to improve the quality of educational films and to better integrate their use in the classroom. The film festival also helps raise funds for the Oakland Public School District.

The project is now counted among the top five educational festivals in the United States and yearly receives more than $10,000 in entry fees from 250 or more entrants.

A variety of business firms help support the NEFF, including Kaiser Aluminum & Chemical Corporation, which has helped through direct contributions, purchase of tickets for students, in-kind support, fund-raising assistance and participation on the board.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Educational Services Resource Catalog
NAME OF CONTACT:	Ernest J. Roberson
TITLE:	Educational Services Supervisor
COMPANY OR ORGANIZATION:	San Diego Gas & Electric (SDG&E)
ADDRESS:	P. O. Box 1831 San Diego, CA 92112
COUNTY:	San Diego
TELEPHONE:	(619) 232-4252

PROGRAM DESCRIPTION: To help students and teachers deal with complex energy issues, SDG&E offers a resource catalog which lists company-sponsored energy education programs, booklets, films and classroom speaker presentations. Several of the teaching units listed in the catalog have been adopted by the San Diego City Schools as part of district curriculum.

DESCRIPTORS: Classroom Materials and Equipment; Math, Science and Energy Programs

PROGRAM TITLE: First Interstate Bank - Classroom Materials

NAME OF CONTACT: John Popovich

TITLE: Vice President and Manager, Consumer Affairs

COMPANY OR ORGANIZATION: First Interstate Bank of California

ADDRESS: 707 Wilshire Blvd.,
Los Angeles, CA 90017

COUNTY: Los Angeles

TELEPHONE: (213) 614-3667

PROGRAM DESCRIPTION: You and Your Community Bank is a course in basic banking for high school students. First Interstate Banks of California provides all materials without charge to 82 California High Schools. Subjects covered include: check writing, account reconciliation, credit, electronic funds transfer, and the American Banking System. This is an ongoing and expanding program.

Get It Straight - Over 250,000 copies of this free booklet which covers credit, budgeting, borrowing and basic banking, have been distributed to Los Angeles City Schools for classroom use. The bank received an award from the Los Angeles Board of Education for this program.

It Makes Good Cents - These booklets are designed to inform students about inflation, interest rates, budgeting and how to read economic news.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Curriculum supplements
NAME OF CONTACT:	Richard J. McCamish
TITLE:	Supervisor, Educational Services
COMPANY OR ORGANIZATION:	Pacific Gas & Electric Company (PG&E)
ADDRESS:	215 Market Street San Francisco, CA 94106
COUNTY:	San Francisco
TELEPHONE:	(415) 781-4211, ext. 1053

PROGRAM DESCRIPTION: PG&E supplements elementary and high school education with a variety of programs. These include 16mm sound films, curriculum units and reference materials, energy experiment booklets, and in-school speaker programs.

PG&E also sponsors simple hands-on demonstrations through energy workshops.

DESCRIPTORS: Classroom Materials and Equipment; Employee Volunteer Programs

PROGRAM TITLE:	Science Screen Report Films
NAME OF CONTACT:	Jerry Farmer
TITLE:	President
COMPANY OR ORGANIZATION:	Syntex Corporation
ADDRESS:	3401 Hillview Ave., Palo Alto, CA 94303
COUNTY:	Santa Clara
TELEPHONE:	(415) 855-6111 Frank Koch (212) 586-3057 Jerry Farmer

PROGRAM DESCRIPTION: Syntex sponsors the distribution of science films to three school districts and one high school in Palo Alto, Cupertino, Mountain View, and San Jose. Each district or school receives one film a month for classroom use, which then becomes a permanent part of the audio-visual library. The films cover subjects in the science field and are designed to encourage interest in scientific careers. Films are produced by Allegro Productions in cooperation with the National Science Teachers Association.

Syntex sponsorship began two years ago, and will reach 13 communities in eight states in the 1983-84 academic year, at a sponsorship cost of $24,000 ($6000 for California schools).

DESCRIPTORS: Classroom Materials and Equipment; Math, Science and Energy Programs

PROGRAM TITLE:	Leaders of the Future
NAME OF CONTACT:	John Zamora
TITLE:	President, Board of Directors
COMPANY OR ORGANIZATION:	Same
ADDRESS:	1720 Hopkins Drive, San Jose, CA 95122
COUNTY:	Santa Clara
TELEPHONE:	(408) 251-7444

PROGRAM DESCRIPTION: Leaders of the Future is a program carried out at Clyde-Fischer Jr. High School in San Jose, with the purpose of reducing youth truancy and crime. Advanced Micro Devices made a large contribution toward purchase of musical instruments for the school's largely minority student body.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE: Consumer's Guide to Insurance

NAME OF CONTACT: Joseph F. Galiardi

TITLE: Public Affairs Manager

COMPANY OR ORGANIZATION: Allstate Insurance Company

ADDRESS: 2882 Sand Hill Road
Menlo Park, CA 94025

COUNTY: Northern California

TELEPHONE: (415) 329-7207

PROGRAM DESCRIPTION: Allstate has developed a package for high school educators to teach students about insurance. The "Consumer's Guide to Insurance" offers basic instruction in life, health, auto and property insurance, as well as information on careers in the field. The package contains detailed instruction for teachers, transparencies, case studies and sample policies. The program was developed with the assistance of Dr. Richard Thornton, associate director of the Center for Economic Education, DePauw University, Chicago.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Books and Beyond
NAME OF CONTACT:	Ellie Topolovac
TITLE:	Project Coordinator
COMPANY OR ORGANIZATION:	Solana Beach School District
ADDRESS:	309 North Rios Avenue
COUNTY:	Solana Beach, CA 92075
TELEPHONE:	(619) 755-8000

PROGRAM DESCRIPTION: Books and Beyond is a program designed to increase students' recreational reading and decrease indiscriminate TV viewing. Through reading incentive strategies, the program produces positive long-lasting changes in recreational reading habits. Parent education and student self-monitoring techniques help participants become more aware of their TV viewing habits and learn to become more discriminate TV viewers.

Project activities can be operated on a schoolwide basis or in individual classrooms. Students participate in a Read-A-Thon, a reading incentive program with different themes for each year. Activities include reading books at home and in school, keeping records of those books, charting individual progress on a central bulletin board and learning to self-monitor TV viewing through use of a critical TV viewing skills curriculum. Teachers and administrators also participate in the program as role models.

More than 60 businesses contribute time, materials and monetary support to the program. Student participation in the voluntary program has ranged from 65 percent to 98 percent per school site.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Traffic Safety Programs
NAME OF CONTACT:	Stuart Wright
TITLE:	Manager, Traffic Safety Department
COMPANY OR ORGANIZATION:	California State Automobile Association (CSAA)
ADDRESS:	150 Van Ness Avenue San Francisco, CA 94101
COUNTY:	San Francisco
TELEPHONE:	(415) 565-2297

PROGRAM DESCRIPTION: CSAA offers educational programs covering topics such as pedestrian and bicycle safety, driver awareness and alcohol/driver information. CSAA also sponsors an annual traffic safety poster contest (grades 1-3) with scholarship awards.

In addition, a library of over 400 films is available free-of-charge to schools. The films cover automobile safety, consumer and legislative topics.

DESCRIPTORS: Classroom Materials and Equipment; Scholarship and Recognition Programs

PROGRAM TITLE: Public Relations Programs

NAME OF CONTACT: Tom Rohner

TITLE: Manager, Public and Press Relations

COMPANY OR ORGANIZATION: California State Automobile Association (CSAA)

ADDRESS: 150 Van Ness Avenue,
San Francisco, CA 94101

COUNTY: San Francisco

TELEPHONE: (415) 565-2291

PROGRAM DESCRIPTION: CSAA makes auto salvage donations to industrial arts divisions of local schools. Local high schools may also take advantage of CSAA's Speaker's Bureau, which offers programs on auto insurance and policies, consumer issues, legislative issues and travel information.

DESCRIPTORS: Classroom Materials and Equipment; Employee Volunteer Programs

PROGRAM TITLE: School Materials

NAME OF CONTACT: Rhonda Robbins

TITLE: Employee Relations Coordinator

COMPANY OR ORGANIZATION: Coast Federal Savings

ADDRESS: 18000 Chatsworth
Granada Hills, CA 91344

COUNTY: Los Angeles

TELEPHONE: (213) 366-2800, ext. 6402

PROGRAM DESCRIPTION: Coast Federal has provided their PLAN AHEAD packets to the career center of Taft High School in Winnetka. The packet contains information on how to complete an application, preparing cover letters and resumes, interviewing tips, general requirements for entry-level positions, and more.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE: Donations Committee

NAME OF CONTACT: Val R. Marchus

TITLE: Vice President, Human Resources

COMPANY OR ORGANIZATION: Grass Valley Group, Inc.

ADDRESS: P. O. Box 1114
Grass Valley, CA 95945

COUNTY: Nevada

TELEPHONE: (916) 273-8421

PROGRAM DESCRIPTION: The Donations Committee of the Grass Valley Group allocates 40 percent of a specified dollar amount to education programs each year. Education grants have been used for computer purchases, science fairs, math contests and other educational purposes.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Corporate Contributions of Material and Equipment
NAME OF CONTACT:	John Charnay
TITLE:	Vice President, Public Relations
COMPANY OR ORGANIZATION:	Glendale Federal Savings
ADDRESS:	700 North Brand Blvd. Glendale, CA 91203
COUNTY:	Los Angeles
TELEPHONE:	(213) 500-2274

PROGRAM DESCRIPTION: Glendale Federal Savings regularly donates materials and equipment to local schools and school groups. For example, Glendale recently donated an Apple II Plus computer to the Mark Keppel Elementary School.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE: Material Contributions

NAME OF CONTACT: Betty Wolters

TITLE: Supervisor - Salary Administration & Training

COMPANY OR ORGANIZATION: U.S. Steel Corporation - Pittsburg Plant

ADDRESS: P. O. Box 471 - Loveridge Road
Pittsburg, CA 94565

COUNTY: Contra Costa

TELEPHONE: (415) 439-6189

PROGRAM DESCRIPTION: U.S. Steel Corporation - Pittsburg Works contributes scrap material to local schools for use primarily in shop classes. This is an ongoing program.

Written requests are addressed to the plant manager. Approved requests are forwarded to the appropriate mill departments for handling.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Classroom Materials
NAME OF CONTACT:	Aletrice Martin
TITLE:	Curriculum Coordinator
COMPANY OR ORGANIZATION:	Office of Riverside County Superintendent of Schools
ADDRESS:	P. O. Box 868 Riverside, CA 92502
COUNTY:	Riverside
TELEPHONE:	(714) 788-6685

PROGRAM DESCRIPTION: The Office of the Riverside County Superintendent of Schools circulates classroom materials donated by businesses to school districts within the county.

Materials selected for distribution must meet the county's criteria. The materials must be free of political bias or commercialism; they must be field-tested and consistent with curriculum frameworks; and they must pass California legal compliance.

Examples of approved instructional materials include "Bank-Ed Economic Education Materials" by Crocker National Bank and *Your State in Insurance* by Western Insurance Information Service.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE: Creative Writing Journals

NAME OF CONTACT: Dale Van Natta

TITLE: Manager, Community Services

COMPANY OR ORGANIZATION: TRW

ADDRESS: One Space Park
Redondo Beach, CA 90278

COUNTY: Los Angeles

TELEPHONE: (213) 535-1974

PROGRAM DESCRIPTION: When the Mark Twain Elementary School in Lawndale discovered that there were no funds to purchase writing journals for each of the students in their new Creative Writing classes, they asked TRW to help. The company's print shop assembled 800 booklets containing 175 sheets of blank paper and bound with a cover. Each day the students wrote stories and drew pictures in their own personal journals, which became a permanent record of their creative writing projects for the year.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Science Screen Report
NAME OF CONTACT:	Dale Van Natta
TITLE:	Manager, Community Services
COMPANY OR ORGANIZATION:	TRW
ADDRESS:	One Space Park Redondo Beach, CA 90278
COUNTY:	Los Angeles
TELEPHONE:	(213) 535-1974

PROGRAM DESCRIPTION: Students in Redondo Beach benefit from TRW's participation in a program called "Science Screen Report." Each year the company purchases eight new videotapes on a variety of scientific subjects for use in the school district. The tapes are maintained in the central videotape library and are used throughout the district to complement science classes.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Materials Contribution
NAME OF CONTACT:	John C. Waller
TITLE:	Vice President Human Resources
COMPANY OR ORGANIZATION:	Velo-Bind
ADDRESS:	650 Almanor Ave. Sunnyvale, CA 94086
COUNTY:	Santa Clara
TELEPHONE:	(408) 732-4200

PROGRAM DESCRIPTION: Last year Velo-Bind Inc. made a corporate donation of paper and 8 1/2" x 11" report covers to eight school districts in Santa Clara and San Benito counties. The paper was provided for art classes in the lower grades, and the report covers were provided for students.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE: Teletrainers on Loan to Schools

NAME OF CONTACT: Sharon Baker

TITLE: Assistant Staff Manager

COMPANY OR ORGANIZATION: Pacific Bell

ADDRESS: 525 B Street, San Diego, CA

COUNTY: San Diego

TELEPHONE: (619) 237-3420

PROGRAM DESCRIPTION: A Teletrainer is a teaching kit which contains two connecting telephones which have dialing and ringing capabilities. Teletrainers are useful in teaching:

- kindergarten-6th graders how to use a telephone in an emergency.
- autistic or shy children how to respond to questions and participate in class.
- business class students how to use the telephone as a teaching tool.

Teletrainers, which are available from Pacific Bell for short term loan, are used widely by school children throughout the state. For example, in San Diego County alone, there are 500 schools which have access to Teletrainers, thus potentially benefiting more than 25,000 students.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Educational Brochures
NAME OF CONTACT:	Tod Martin
TITLE:	Director Public Affairs
COMPANY OR ORGANIZATION:	National Automobile Club
ADDRESS:	One Market Plaza, San Francisco, CA
COUNTY:	San Francisco
TELEPHONE:	(415) 777-4000

PROGRAM DESCRIPTION: The National Automobile Club provides various publications and printed materials to school districts around the state. The "California Practice Driver's License Test" has been distributed to a number of large school districts, including Los Angeles Unified School District, San Francisco Unified School District, and Oakland Unified School District. Join the Safe Riders Club, a pamphlet designed for young bicycle riders, was provided to Orange County Schools, San Jose School Safety Department, and Atherton School. "Simple Reaction Timers" were given to San Francisco Unified School District and Oakland Unified School District.

All of these publications are available without charge. They are widely distributed to many other individual schools and safety organizations that deal in education programs for school systems and the general public.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE: Elementary School Water Education Program

NAME OF CONTACT: Sue Lyons

TITLE: Education Coordinator

COMPANY OR ORGANIZATION: The Metropolitan Water District of Southern California (MWD)

ADDRESS: P. O. Box 54153
Los Angeles, CA 90054

COUNTY: Los Angeles

TELEPHONE: (213) 250-6000, ext. 739

PROGRAM DESCRIPTION: Metropolitan Water District's water education program, to be introduced to the schools in September 1983, is designed to educate students about water issues and to encourage the wise use of this resource.

The two units, "Admiral Splash" for fourth graders and "Water for Ursa" for sixth graders, are intended to be used as part of the social sciences curriculum with additional activities to integrate language, math and reading curriculums.

The program is available free to all fourth and sixth grade teachers within MWD's six-county service area.

Classroom kits contain all materials necessary for teaching the unit: a motivational filmstrip and cassette, a teacher's guide, 35 student workbooks, 35 pre- and post-tests, 35 home information leaflets, one classroom poster and 35 reward stickers. The materials will be available to all teachers who attend a short orientation session. Thereafter, materials will be automatically resupplied to participating teachers.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Elementary, Jr. High and Senior High Educational Opportunities and Materials
NAME OF CONTACT:	Sue Lyons
TITLE:	Education Coordinator
COMPANY OR ORGANIZATION:	The Metropolitan Water District of Southern California
ADDRESS:	P. O. Box 54153 Los Angeles, CA 90054
COUNTY:	Los Angeles
TELEPHONE:	(213) 250-6000, ext. 739

PROGRAM DESCRIPTION: Metropolitan Water District has many free educational materials, such as films and brochures, available upon request. Tours through many of our facilities are also available for students in grades five through high school. Fourth grade students who have participated in MWD's water education program may also visit our water facilities.

The water district also operates a speakers' bureau whose members are available to speak to elementary and high school classes on water topics.

Speaking materials and tours are all available at no charge.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	CBS Television-Reading Program
NAME OF CONTACT:	Rita L. Cox
TITLE:	Special Projects Manager
COMPANY OR ORGANIZATION:	Los Angeles Herald Examiner
ADDRESS:	P. O. Box 2416, Terminal Annex Los Angeles, CA 90051
COUNTY:	Los Angeles
TELEPHONE:	(213) 744-8070

PROGRAM DESCRIPTION: The CBS Television-Reading Program is an enrichment project designed by CBS to foster student interest in reading. Since 1977, the Herald Examiner has co-sponsored a total of six CBS Television-Reading scripts.

Scripts are chosen by the Los Angeles Unified School District and the Regional Educational Television Advisory Council, with an emphasis on educational value and appeal. Once a script is selected, KNXT (the local CBS affiliate) and the Herald Examiner reproduce as many as 500,000 of them for distribution to students throughout Los Angeles County. The scripts are also published in the Herald Examiner shortly before the air date of the show.

Teachers' guides are printed and sent to participating schools. Teachers work with their students on a variety of activities based on the scripts, prior to the program being aired during prime time on KNXT. In the last two years, scripts have been printed in both English and Spanish, due to the large enrollment of Spanish-speaking students.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Contributions of Material and Equipment
NAME OF CONTACT:	Gary Rose
TITLE:	Processing Division Personnel
COMPANY OR ORGANIZATION:	J. G. Boswell Company
ADDRESS:	P. O. Box 457, Corcoran, CA 93212
COUNTY:	Kings
TELEPHONE:	(209) 992-2141

PROGRAM DESCRIPTION: Significant contributions of time, materials and labor are donated to Corcoran High School, usually to the Agriculture Department's school farm. Other assistance has been given to the Science Department and to the school district at large.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE: Scrap Metal for Shop Classes

NAME OF CONTACT: J. A. Smith

TITLE: Director, Administration

COMPANY OR ORGANIZATION: Kerr-McGee Chemical Corporation

ADDRESS: P. O. Box 367, Trona, CA 93562

COUNTY: San Bernardino

TELEPHONE: (619) 372-4311

PROGRAM DESCRIPTION: Kerr-McGee provides metal such as angle iron, pipe and bar to the local high school for welding and other shop classes.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Energy Education Programs
NAME OF CONTACT:	Maxine Gentis (or Monica Siewert)
TITLE:	Consumer Education Division Director
COMPANY OR ORGANIZATION:	Sacramento Municipal Utility District (SMUD)
ADDRESS:	P. O. Box 15830, Sacramento, CA 95813
COUNTY:	Sacramento
TELEPHONE:	(916) 452-3211, ext. 331, 332, or 333

PROGRAM DESCRIPTION: Since the mid-fifties, SMUD has taken an active role in providing energy education programs for schools. Today SMUD maintains an eight-member Consumer Education Department to bring energy education to the schools and community.

School energy education programs include classroom presentations, curriculum materials, tours of SMUD's facilities, and workshops for teachers.

Classroom presentations include ten different energy presentations for first grade through college level classes, by a SMUD Consumer Education Specialist at the request of the teacher.

Curricular materials include interdisciplinary energy workbooks. Support materials include filmstrips, card games, room games, posters and teacher training tapes. High school level teachers may choose from two energy curriculums, "The Politics of Energy," a simulation program; and "Enernomics," an economics/consumer education unit. All of the curriculum and support materials are distributed without charge.

Tours of SMUD's facilities include a complete energy program.

Workshops inform and update educators on energy issues, energy education materials, and classroom energy activities.

DESCRIPTORS: Classroom Materials and Equipment; Teacher Internships and Training

PROGRAM TITLE: Verbatim Education Program

NAME OF CONTACT: Jack Stollery

TITLE: Corporate Marketing Training Administrator

COMPANY OR ORGANIZATION: Verbatim Corporation

ADDRESS: 323 Soquel Way
Sunnyvale, CA 94086

COUNTY: Santa Clara

TELEPHONE: (408) 773-3103

PROGRAM DESCRIPTION: Verbatim Corporation supports schools by providing plant tours, printed educational materials relating to their products and the use of them, and limited product donations. The program reached more than 3,000 students last year.

Product donations are currently in the form of flexible disks, for use in computer classes and workshops. The company anticipates expanding this program during the next few years. Their purpose is to familiarize students with the use of Verbatim products and how flexible disks store data.

DESCRIPTORS: Classroom Materials and Equipment; Computer Projects

PROGRAM TITLE:	Corporate Contributions Program
NAME OF CONTACT:	Dorothy H. Shull
TITLE:	Corporate Secretary
COMPANY OR ORGANIZATION:	Great Lakes Properties, Inc.
ADDRESS:	3838 Carson St., Suite 220 Torrance, CA 90503
COUNTY:	Los Angeles
TELEPHONE:	(213) 540-5515

PROGRAM DESCRIPTION: Through its Corporate Contributions Program, Great Lakes Properties, Inc. contributes to the support of various local school activities such as athletics, music, drama, etc. Great Lakes Properties also contributes to a variety of educational organizations, programs and foundations.

In addition, a corporate donation was made to the Los Angeles Chamber of Commerce for the "Principals' Recognition Luncheon." This luncheon honored six outstanding principals in the Los Angeles School District in 1983.

DESCRIPTORS: Classroom Materials and Equipment; Scholarship and Recognition Programs

PROGRAM TITLE:	Blue Cross Programs
NAME OF CONTACT:	Nancy Richardson
TITLE:	Health Education Coordinator
COMPANY OR ORGANIZATION:	Blue Cross of California
ADDRESS:	1950 Franklin St., Oakland, CA 94659
COUNTY:	Alameda
TELEPHONE:	(415) 645-3710

PROGRAM DESCRIPTION: Blue Cross funds and participates in a variety of health care programs aimed at elementary and secondary students throughout the state. Programs are described in some detail below.

It's More Fun to be Healthy: Blue Cross publishes and distributes cardiovascular health education programs for second and fifth grades, in cooperation with the American Academy of pediatrics. The program was piloted in Nevada and Ventura County schools in 1980. Revisions were made in the curriculum guides as a result of the pilot.

The program is designed to help second and fifth graders take an active role in learning and practicing health habits that promote cardiovascular health.

Guides are being made available to school districts throughout the state. Blue Cross of California is making arrangements for training of key individuals within school districts to organize teacher training workshops on use of the guides.

Health Information Materials: Blue Cross distributes health information materials and loans educational films promoting healthy lifestyles to schools throughout the state. The purpose is to encourage individual responsibility for good health.

"The Feminine Mistake": The purpose of this program is to help students, particularly teenage girls, learn about the risks of smoking and to find help to stop. Blue Cross of California sponsored showing of the film "The Feminine Mistake" on PBS-TV

PROGRAM TITLE: Blue Cross Programs (continued)

in northern California. The film was followed with a live radio call-in show featuring a panel of experts who answered questions from callers. One of the panelists was a 17-year-old ex-smoker. Blue Cross also sent stop-smoking packets to callers who requested more information on how to quit.

Publicity included press releases and posters for junior and senior high schools in Northern California.

"Eat Right to Your Heart's Delight:: Blue Cross donated a series of six films, "Eat Right to Your Heart's Delight" to high school districts throughout the state. Films were geared for high school students to show them how to prepare low-fat, low-cholesterol foods. They are still being used by many school districts.

"It's Your Choice": All school districts in the northern California counties of Humboldt, Solano, and Santa Cruz participated in this pilot health education program for employees. "It's Your Choice" was designed to help employees make wiser decisions about their use of medical care. Using two books, Take Care of Yourself and Taking Care of Your Child, employees learned when to seek medical care and when and how to treat minor medical problems at home.

Copies of the books were supplied to school libraries and to each employee who participated in a 30-minute program at work. Many teachers requested books and supporting informational material for their classes.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	"Going for the Gold" Story of Black Women in Sports
NAME OF CONTACT:	Ken Bentley
TITLE:	Manager, Urban Relations
COMPANY OR ORGANIZATION:	Carnation Company
ADDRESS:	5045 Wilshire Blvd. Los Angeles, CA 90036
COUNTY:	Los Angeles
TELEPHONE:	(213) 932-6894

PROGRAM DESCRIPTION: Carnation Company sponsored this 23-minute film and 48-page book highlighting the accomplishments of Black women in sports. The film is narrated by sportscaster Jayne Kennedy.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Agricultural Education
NAME OF CONTACT:	Mark Linder
TITLE:	Ag Education Program Director
COMPANY OR ORGANIZATION:	California Farm Bureau Federation
ADDRESS:	1601 Exposition Blvd. Sacramento, CA 95815
COUNTY:	Sacramento
TELEPHONE:	(916) 924-4380

PROGRAM DESCRIPTION: Agriculture is a leading industry in California, yet many individuals do not recognize the many contributions the industry makes to society. To help inform students and teachers where their food, fiber and other agricultural products originate and to stress the overall importance of the industry, the California Farm Bureau has developed extensive agricultural education materials. The information is primarily designed for non-ag students and teachers.

Activities the Farm Bureau offers to school districts include: Farm Day Program, teacher workshops and tours, Farmer in the Classroom, career education material, unit study/student field trips, Resource Guide for Teachers, a university seminar/course for students/credentialed teachers, etc. The lesson plans and education activities were piloted in San Francisco and have been utilized by many school districts throughout California.

DESCRIPTORS: Classroom Materials and Equipment; Teacher Internships and Training; Career Exploration

PROGRAM TITLE:	Free Supplemental Education Materials
NAME OF CONTACT:	Dr. Bill Fisher
TITLE:	Chairperson
COMPANY OR ORGANIZATION:	California State Steering Committee for Curriculum Development and Publications
ADDRESS:	Imperial County Office of Education 1398 Sperber Road El Centro, CA 92243
COUNTY:	Imperial
TELEPHONE:	(619) 339-6464

PROGRAM DESCRIPTION: Bank Ed materials were developed by E.T.S. and Associates, and financed by Crocker National Bank, to help teach elementary and high school students how to deal with personal money management.

While the Bank Ed materials were being developed, E.T.S. and Associates approached the county offices' State Steering Committee for Curriculum Development and Publications for assistance with evaluation, distribution, and implementation of the program. Consequently, the State Steering Committee and State Department of Education have begun working on a set of criteria which give direction to partnerships between business, industry and education in materials development. Criteria include:

- materials must pass the state's legal compliance requirements
- materials should relate to a state curriculum framework and/or county course of study
- materials for classroom use should be free of advertising
- materials should be field tested

Bank Ed materials met these criteria and have since been widely distributed throughout California by county offices of education. Limited in-service on their use was provided.

For more information, contact the county office of education or with the Chairman of the State Steering Committee, currently Dr. Bill Fisher.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE: Olympic Enrichment Units

NAME OF CONTACT: Dan Cruz

TITLE: Vice President, Youth Activites

COMPANY OR ORGANIZATION: Los Angeles Olympic Organizing Committee (LAOCC)

ADDRESS: Los Angeles, CA 90084

COUNTY: Los Angeles

TELEPHONE: (213) 209-1984

PROGRAM DESCRIPTION: In conjunction with the Educational Council of the United States Olympic Committee, the LAOOC printed and distributed 40,000 elementary and junior high school Olympic Enrichment Units to schools in Los Angeles County. The purpose of the units is to provide information about the Olympics and to enhance education by promoting Olympic concepts, such as "striving for excellence." The Olympic materials are infused into many curricular areas.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	"Heartland"
NAME OF CONTACT:	Claudia Smith
TITLE:	Project Director
COMPANY OR ORGANIZATION:	American Heart Association Greater L. A. Affiliate
ADDRESS:	2405 West Eighth St. Los Angeles, CA 90057
COUNTY:	Los Angeles
TELEPHONE:	(213) 385-4231

PROGRAM DESCRIPTION: Sets of bilingual educational materials were developed to teach students in elementary school concepts about the heart and circulatory system. Workshops and materials were made available to elementary school teachers in Los Angeles County.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Materials Contribution
NAME OF CONTACT:	Dr. Neil S. Fox
TITLE:	Research Manager
COMPANY OR ORGANIZATION:	Dynachem Corporation
ADDRESS:	2631 Michelle Drive Tustin, CA 92680
COUNTY:	Orange
TELEPHONE:	(714) 730-4200

PROGRAM DESCRIPTION: Dynachem Corporation donates surplus copper-clad laminate (used to produce printed circuit boards) to local school districts. The laminate can be used in a high school electronics, physics, or chemistry course to prepare printed circuit boards and teach the chemistry involved. The program was started this summer and will continue until the surplus laminate runs out.

Donations have been made to the Irvine, Tustin, and Capistrano Unified School Districts.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Character Development
NAME OF CONTACT:	Beverly Mount
TITLE:	Corporate Secretary
COMPANY OR ORGANIZATION:	Western Gear Corporation
ADDRESS:	2600 E. Imperial Highway Lynwood, CA 90262
COUNTY:	Los Angeles
TELEPHONE:	(213) 638-7821

PROGRAM DESCRIPTION: Students are provided with character-building educational kits purchased with a Western Gear grant to the Lynwood schools. Young people benefit through improved attitudes, self-esteem, and scholarship. Schools benefit through reduced theft, violence and vandalism.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE: Preventing Alcohol Abuse

NAME OF CONTACT: Jim Wood

TITLE: Public Relations Director

COMPANY OR ORGANIZATION: Triangle Distributing Company

ADDRESS: 17720 Studebaker Rd.
Cerritos, CA 90701

COUNTY: Los Angeles

TELEPHONE: (213) 860-3345

PROGRAM DESCRIPTION: This program includes a full curriculum for elementary, junior high and high school students. The elementary school program is titled "Too Much of Anything Is No Good"; the upper grade program is "Responsible Decisions." The program uses a non-judgmental approach to making students aware of the effects of alcoholic beverages on the body, the impacts on a person's social life, and the potential for abuse.

Triangle Distributing Company is the southeastern Los Angeles County wholesaler of Anheuser-Busch beers, but this program is being distributed to about ten school districts statewide through the California Beer Wholesalers Association (CBWA). Results of the ten pilot studies will determine the level of further involvement with this curriculum, which is purchased by the CBWA and given to school districts without charge.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE: Officer Friendly

NAME OF CONTACT: Rita A. Ergas

TITLE: Regional Representative

COMPANY OR ORGANIZATION: The Sears-Roebuck Foundation

ADDRESS: 900 So. Fremont Ave.
Alhambra, CA 91802

COUNTY: Los Angeles

TELEPHONE: (213) 576-4173

PROGRAM DESCRIPTION: The Officer Friendly Program is designed to help establish rapport between elementary school children and uniformed police officers. The program provides children with the opportunity to learn about their rights, responsibilities and obligations as community members and helps to create a positive attitude toward their own welfare and the welfare of those around them. Programs are currently being conducted in some California communities, including Concord.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Squirrels Club
NAME OF CONTACT:	Norm Johnson
TITLE:	President, EFT Services
COMPANY OR ORGANIZATION:	Glendale Federal Savings
ADDRESS:	201 West Lexington Drive Glendale, CA 91209
COUNTY:	Statewide
TELEPHONE:	(213) 500-2515

PROGRAM DESCRIPTION: The Squirrels' Club is an Educational Savings Program sponsored through the Glendale Federal Savings branch network. Children up to the age of 12 are eligible for a variety of services and incentives to help teach and encourage savings and thrift. Program materials are regularly distributed to school and youth groups through our 130 local branches and branch manager system.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Film "It's Your Money"
NAME OF CONTACT:	Gayten Bernal (San Francisco) Kate Kowalski (Los Angeles)
TITLE:	Community/Educational Relations Officer
COMPANY OR ORGANIZATION:	Bank of America #3762
ADDRESS:	P. O. Box 37000 San Francisco, CA
COUNTY:	San Francisco
TELEPHONE:	(415) 622-1745 (San Francisco) (213) 228-3352 (Los Angeles)

PROGRAM DESCRIPTION: A student's guide to banking, this film explains the role of banks, including checking and savings accounts and credit. The presentation includes a student workbook for classroom use. The program is presented by branch bank officers.

DESCRIPTORS: Classroom Materials and Equipment; Basic Skills Development

PROGRAM TITLE:	Menlo-Atherton High School Band Fund
NAME OF CONTACT:	Frank Riddle
TITLE:	Community Relations Staff Manager
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	Room 200, 1731 Embarcadero, Palo Alto, CA
COUNTY:	Santa Clara
TELEPHONE:	(415) 856-3157

PROGRAM DESCRIPTION: The Menlo-Atherton High School Band Fund is a fund-raising project to enable Menlo-Atherton High School students to participate in an international jazz festival in Europe in July 1983. Pacific Bell made a corporate contribution to the program.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE: Banking Education Course

NAME OF CONTACT: Kim Kellogg

TITLE: Assistant Vice President

COMPANY OR ORGANIZATION: Wells Fargo Bank

ADDRESS: 475 Sansome Street

COUNTY: San Francisco

TELEPHONE: (415) 386-3714

PROGRAM DESCRIPTION: Wells Fargo Bank provides a Banking Education course which teaches high school students the elements of banking and personal finance. The course includes the following materials:

a teacher's kit which includes a full-color filmstrip, a sound recording, multicolored overhead transparencies, and a teacher's manual; and

a student kit which consists of a workbook and a practice check set.

The course is intended to be presented in five one-hour sessions. During the last session a bank officer leads a question-and-answer session.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Resource & Liability; Necessity and Control
NAME OF CONTACT:	Lowell O. Weeks
TITLE:	General Manager - Chief Engineer
COMPANY OR ORGANIZATION:	Coachella Valley Water District
ADDRESS:	Post Office Box 1058, Coachella, CA 92236
COUNTY:	Riverside
TELEPHONE:	(619) 398-2651

PROGRAM DESCRIPTION: The objective of this program is to educate local elementary and high school students on the value and characteristics of water, the problems and challenges involved in keeping it safe for human consumption and water supply and demand.

In the 1982-83 school year, nearly 12,000 students were reached through this program. The water district also makes use of some 20 films to promote better understanding of physical and geographical influences on water. Tours of headquarter facilities are also available.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE: Mind Your Money

NAME OF CONTACT: Kirk Hallahan

TITLE: Corporate Communications

COMPANY OR ORGANIZATION: California Federal

ADDRESS: 5670 Wilshire Blvd.
Los Angeles, CA 90036

COUNTY: Los Angeles

TELEPHONE: (213) 932-4615

PROGRAM DESCRIPTION: California Federal staff provided technical input and review services for development of a package of learning materials about skills and careers in banking. Boxes of activity cards are then made available for purchase by financial institutions to give to local elementary schools.

The program is sponsored by Industry Education Council, 1575 Old Bayshore Highway, Burlingame, California 94010 - (415) 697-4311 - Program Coordinator: Jan Half.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE: Speeches, Films and Brochures

NAME OF CONTACT: Joseph F. Galiardi

TITLE: Public Affairs Manager

COMPANY OR ORGANIZATION: Allstate Insurance Company

ADDRESS: 2882 Sand Hill Road
Menlo Park, CA 94025

COUNTY: Northern California

TELEPHONE: (415) 329-7207

PROGRAM DESCRIPTION: The Allstate Speakers Bureau provides qualified individuals to speak at schools on such issues as drunk driving, air bags, auto theft, safe driving and basics of insurance. In addition, films and brochures on insurance and traffic safety are made available to schools.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Bay Area Environmental Education Resource Fair
NAME OF CONTACT:	Juliana Ver Steeg
TITLE:	Coordinator
COMPANY OR ORGANIZATION:	Bay Area Environmental Education Resource (BAEER) Alliance
ADDRESS:	P. O. Box 807, Daly City, CA 94015
COUNTY:	San Mateo
TELEPHONE:	(415) 664-9126

PROGRAM DESCRIPTION: In its seventh year, the Bay Area Environmental Education Resource Fair is a major environmental and energy information and resource-sharing event held in northern California. The emphasis of the fair is on disseminating environmental education information and materials, exposing teachers to a wide variety of free or low-cost programs and materials, reaching teachers who are not currently involved in environmental education, and encouraging collaboration among environmental education groups. It is sponsored by the BAEER Alliance. Pacific Gas and Electric participates in the organization of the fair, acts as an exhibitor, and provides printing services for the fair program.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE: Extracurricular Programs

NAME OF CONTACT: R. K. Gordon

TITLE: Manager, Public Affairs - Planning and Research

COMPANY OR ORGANIZATION: Standard Oil Company of California

ADDRESS: 225 Bush St.
San Francisco, CA 94104

COUNTY: San Francisco

TELEPHONE: (415) 894-6746

PROGRAM DESCRIPTION: Chevron offers teachers a variety of materials and services they can use in the classroom to supplement regular study, free of charge. These audiovisual and printed materials are designed to inform as well as stimulate class discussion.

Audiovisual Materials:

- The "Chevron School Broadcast" offers full-color filmstrips with audio cassettes and teachers' guides in both elementary (2-6) and secondary (7-12) versions. Traditionally, the focus of these programs has been on music and the arts, but recent filmstrips also serve as classroom aids in social studies. The current series, "Images of America," explores the history of life in America, depicted visually through photography, paintings, posters and cartoons.

- The "Chevron Film Library" presents educators with a selection of 16mm color film on a variety of subjects ranging from energy, economics and the environment to creativity and California history. The 19 film titles include "Energy: The North Sea Challenge," "The Elizabeth Terwilliger Nature Series," "California's Heritage," and "The Creative Climate."

PROGRAM TITLE: Extracurricular Programs (continued)

Teaching Units:

Chevron periodically participates in the production of teaching units, which consist of a teacher's guide and printed materials designed to help students learn about a particular topic. Distributed free to schools throughout the country, the units are creatively structured, and the guides can be important lesson-planning resources for teachers. Units produced in recent years include:

- Career Awareness, a unit that highlights career opportunities in science and business at both professional and clerical levels, for junior and senior high school students.
- Energy Learning Center, a unit that introduces basic energy information and issues to students in grades six to eight.
- Energy Adventure, a mobile education show that visits high schools, teaching students to have a better awareness of energy options and alternatives. An Energy Adventure teaching unit is also available to educators.
- Imagination: The Springboard to Creativity, a guidebook produced in cooperation with the John F. Kennedy Center for the Performing Arts, which is designed to assist teachers in developing and refining students' skills in creative thinking.

DESCRIPTORS: Classroom Materials and Equipment

COMPUTER PROJECTS

The use of computers for educational purposes has led to dynamic new partnerships between business, educators and community groups. These partnerships have in turn spurred a variety of innovative programs with far-reaching benefits for students and the community as a whole. Commenting on how a small grant opened the door to development of a computer lab and instruction for all students in a small rural town in Placer County, one respondent notes that "This...demonstrates what a community and a school can accomplish with a helping hand from industry." Indeed, a majority of programs outlined in this section demonstrate just how powerful the results of such partnershps can be.

Several of the programs mentioned here have had remarkable results in using computers to provide job-training and basic education for minorities, potential high school dropouts and high risk youth. One project provides data-processing job training in the morning, and instruction geared toward attainment of a high school equivalency certificate in the afternoon. Computers are purchased with a business grant and are available for use by other students after class hours. A similar program aims to provide job training leading to summer and permanent positions with the local computer industry. Geared toward potential high school dropouts, the Peninsula Academies Program has markedly increased student proficiency, attendance, self-esteem, grades and self-motivation. Industry donations of computers, loaned instructors, volunteer mentors and summer jobs have contributed to this success.

Computers are also furthering minority education and job placement by making valuable community networking possible. In Sacramento, low-income Hispanics receive job training in data processing and then use these skills to write programs providing job information to the community and data processing to Hispanic organizations. The program is funded by a business grant and overseen by a volunteer board and director, who is a faculty member at the local city college.

Curriculum development and technical consultation are other areas in which business and industry are providing time and expertise to revitalize education. Examples outlined here include a Computer Consortium, in which business works with schools to review proposals for funding innovative computer education programs; and the 4E Project, a nonprofit group which aids in the selection of microcomputer software for Bay Area schools.

PROGRAM TITLE:	Computer Alternative Center for Independent Study
NAME OF CONTACT:	S. R. Heath
TITLE:	District Staff Manager
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	2700 Watt Avenue, Room 2313 Sacramento, CA 95821
COUNTY:	Sacramento
TELEPHONE:	(916) 972-2801

PROGRAM DESCRIPTION: Founded by the Black Sacramento Christian Clubs, this program provides a place to which minority youths from urban core areas can come to complete their interrupted educations and obtain high school equivalency certificates. In the process of so doing, they work on computer terminals - thereby gaining computer literacy while completing educational requirements. Both the high school diploma and computer training make students who complete the course much more desirable as potential employees in the public or private sectors. Attendance and results are closely supervised, thereby teaching the students good work habits.

The program actually is divided into two parts: Data Processing and Independent Study. The California Office of Employment and Training (CETA) has funded the Data Processing portion of the curriculum, in which students are taught basic computer programming, data entry, computer operations, word processing and other marketable skills by a paid consultant. The balance of the day, the students work on Apple II computers purchased with grants from Pacific Bell and equipped with educational software that rounds out the high school curriculum. Students receive weekly stipends from the CETA funds to help defray transportation and child care costs, but must attend four of five sessions in any one week to receive the stipends. After regular class hours, the computer equipment is made available on a drop-in basis to other youth in the neighborhood where the center is located.

DESCRIPTORS: Computer Projects; Educational Nonprofits; Minority Student Programs; Basic Skills Development; Math, Science and Energy Programs; Employee Volunteer Programs

PROGRAM TITLE:	Computer Education Project
NAME OF CONTACT:	Brenda McChesney
TITLE:	Assistant Staff Manager
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	2700 Watt Avenue Sacramento, CA 95821, Rm. 2302
COUNTY:	Sacramento
TELEPHONE:	(916) 482-3640

PROGRAM DESCRIPTION: The Computer Education Project, is co-sponsored by CAFE de California and Pacific Telephone, and supported by a coalition of statewide Hispanic and educational organizations. The project allows the Hispanic community, college students, and children to receive computer training in data processing; acquired knowledge and skills are then utilized in writing computer programs that provide job information to the community and data processing services to Hispanic organizations.

The project is located in the Washington Barrio Center, a Sacramento city area of high minorities, high unemployment and high drop-out rates. The Project Director, a faculty member at City College, volunteers time to administer the project. A Board of Directors oversees project operation. For the most part, minorities and disadvantaged have had relatively little exposure or access to computers and few Hispanics are employed in technically oriented professions. This project hopes to provide computer resources to assist this community to keep in step with technological advancements.

DESCRIPTORS: Computer Projects; Math, Science and Energy Programs; Minority Student Programs; Educational Nonprofits

PROGRAM TITLE: Foothill High School Computer Center Project

NAME OF CONTACT: Ken Mercer

TITLE: Staff Manager

COMPANY OR ORGANIZATION: Pacific Bell

ADDRESS: 1 Annabel Lane, San Ramon, CA 94583

COUNTY: Alameda

TELEPHONE: (415) 820-4460

PROGRAM DESCRIPTION: Foothill High School in Hayward has instituted a computer center to provide students with computer skills which will assist them in their future work on educational pursuits. Lucky Stores has contributed 22 computers. In addition, Pacific Bell provided a corporate contribution for the purchase of a computer printer.

DESCRIPTORS: Computer Projects; Math, Science and Energy Programs

PROGRAM TITLE:	Peninsula Academies Program
NAME OF CONTACT:	Gary Gubitz
TITLE:	Corporate Training Specialist
COMPANY OR ORGANIZATION:	Hewlett-Packard Company
ADDRESS:	1819 Page Mill Rd., Bldg. 18 Palo Alto, CA 94304
COUNTY:	Santa Clara
TELEPHONE:	(415) 857-1501

PROGRAM DESCRIPTION: This program is a local business, community and education partnership for 10th-12th graders who are potential dropouts. Consponsored by the Stanford Urban Coalition and Sequoia Union High School District, the program aims to reduce the high school dropout rate, reduce youth and minority unemployment, and reduce the number of unfilled entry-level jobs in local high tech companies.

Local industry donates resources to the program, including computers and electronic equipment, loaned instructors, volunteer industry mentors and summer jobs.

This partnership program has had tremendous results. After its second full year of operation, student proficiency, attendance, self esteem, grades and self-motivation have all increased well beyond expectations. Efforts are underway to encourage the California State Department of Education to provide a mechanism for replicating this program extensively throughout the state.

DESCRIPTORS: Computer Projects; Classroom Materials and Equipment; Employee Volunteer Programs; Summer Youth Programs

PROGRAM TITLE: Institute of Computer Technology

NAME OF CONTACT: C. Donald Allen, Jr.

TITLE: Vice President

COMPANY OR ORGANIZATION: Pacific Valley Bank

ADDRESS: 333 West Santa Clara St.
San Jose, CA 95113

COUNTY: Santa Clara

TELEPHONE: (408) 244-1700

PROGRAM DESCRIPTION: The Institute of Computer Technology is California's first high school devoted to computer studies. It is the product of a joint powers agreement between three school districts in the Santa Clara Valley, and of the strong cooperation and support of Santa Clara County businesses.

Founded roughly one year ago, the institute is designed to supplement a regular school curriculum. It has served some 2,500 students, from kindergarten through 12th grade. The school also serves adults. Courses range from beginning courses in how to use a computer to advanced courses and specialized training; students may attend class from anywhere between three hours and three weeks.

Business firms in Santa Clara County were the primary impetus behind formation of this school. Last year, firms provided some $700,000 in loaned executive time, equipment donations, and cash contributions. A board of directors composed primarily of businesspeople, including representatives of Hewlett-Packrd, Lockheed, Pacific Valley Bank and IBM, was responsible for governance during the first year of school operations. This Board also guided development of the institute's curriculum.

At the time of this writing, the school is waging a battle in Sacramento for financial support. While it seems very likely that the funding will come through, the institute will continue to rely heavily on area business firms to carry out quality programs and donate equipment.

DESCRIPTORS: Computer Projects

PROGRAM TITLE:	Computer Van
NAME OF CONTACT:	Kit Tuveson
TITLE:	Facilities Manager
COMPANY OR ORGANIZATION:	Hewlett-Packard Company
ADDRESS:	1400 Fountain Grove Parkway Santa Rosa, CA 95404
COUNTY:	Sonoma
TELEPHONE:	(707) 525-1400

PROGRAM DESCRIPTION: The Computer Van is a coordinated effort by the Sonoma County Office of Education and Hewlett-Packard. The van was purchased by the county, and Hewlett-Packard donated 16 microcomputers on carts with wheels.

The purpose is to make microcomputers available to schools, teachers and parent groups for educational training and use. The van is contracted out at $35 per hour and can serve up to 30 people at one time, in the Santa Rosa area.

DESCRIPTORS: Computer Projects

PROGRAM TITLE:	Hewlett-Packard/High School G.I.F.T. Program
NAME OF CONTACT:	Tony Napolitan, Jr.
TITLE:	Corporate Training Specialist
COMPANY OR ORGANIZATION:	Hewlett-Packard Company
ADDRESS:	1819 Page Mill Rd., Bldg. 18 Palo Alto, CA 94304
COUNTY:	Santa Clara
TELEPHONE:	(415) 857-1501

PROGRAM DESCRIPTION: The Grants for Instruction in Future Technologies (GIFT) pilot program has two broad objectives: (1) to increase general student awareness of and competence with personal computers; and (2) to develop in high school students the fundamental skills necessary to succeed in the dynamic high tech world of tomorrow, such as problem-solving, systems analysis, critical thinking, learning strategies and decision-making.

To achieve these objectives, Hewlett-Packard has provided a package of resources to each of 14 high schools in California. The schools were selected on one of three criteria: proximity to a Hewlett-Packard facility; a significant minority enrollment; or an existing computer curriculum. The package of resources included ten HP86 Personal Computers, an HP86 two-day Training Course, and a volunteer Hewlett-Packard Liaison to work individually with each school to answer any questions that may arise.

Additionally, Hewlett-Packard is (1) providing a forum for these teachers to share curriculum and staff development ideas and (2) overseeing design of two courses in computer literacy and programming that will be shared among all the schools.

Initial feedback from these schools indicates that Hewlett-Packard liaisons are the key to successful incorporation of the computers in the high school curriculum.

DESCRIPTORS: Computer Projects; Classroom Materials and Equipment; Employee Volunteer Programs

PROGRAM TITLE: Curricula Revitalization (Advisory Board Representation)

NAME OF CONTACT: Dolores Durant

TITLE: Instructor, Word Processing Program

COMPANY OR ORGANIZATION: Richmond Unified School District

ADDRESS: 1250 23rd Street, Richmond, CA 94804

COUNTY: Alameda

TELEPHONE: (415) 237-8770

PROGRAM DESCRIPTION: A Bechtel employee participated in a review of word processing curricula in the Richmond high schools.

DESCRIPTORS: Computer Projects

PROGRAM TITLE:	Computer Classroom
NAME OF CONTACT:	Ken Mathews
TITLE:	Vice President Marketing
COMPANY OR ORGANIZATION:	Anadex Inc.
ADDRESS:	9825 De Soto Ave. Chatsworth, CA 91311
COUNTY:	Los Angeles
TELEPHONE:	(213) 988-8010

PROGRAM DESCRIPTION: Anadex Inc., a computer printer manufacturer, donated nine computer printers to Rio Mesa High School in Camarillo. With the addition of the printers, the school's computer classroom, which also includes 24 computers and a large TV screen for classroom presentations, is now complete. Anadex donated the printers to the school with the belief that computer literacy is necessary to the future success of today's students.

DESCRIPTORS: Computer Projects

PROGRAM TITLE:	Inland Empire Teacher Education and Computer Center
NAME OF CONTACT:	Karen Davis
TITLE:	Project Coordinator
COMPANY OR ORGANIZATION:	Office of Riverside County Superintendent of Schools
ADDRESS:	P. O. Box 868 Riverside, CA 92502
COUNTY:	Riverside
TELEPHONE:	(714) 788-6684

PROGRAM DESCRIPTION: One of the goals of the Inland Empire TEC Center is to involve the business community in helping to expand high school work experience programs so that they provide training for high technology jobs.

The TEC Center receives assistance from the business community through the participation of business leaders who participate on the center's Policy Board and on an Ad Hoc Resource Panel.

In September, a preliminary report outlining goals, strategies and action plans for high technology job training will be presented to the Policy Board by the Resource Panel so that the board can approve projects for the 1983-84 school year.

DESCRIPTORS: Computer Projects; Math, Science and Energy Programs; Work Experience

PROGRAM TITLE: Computer Education Consortium

NAME OF CONTACT: Margaret Elliott

TITLE: Consultant

COMPANY OR ORGANIZATION: Marin County Office of Education

ADDRESS: Elliott Educational Services
1703 Fifth Avenue, #101
San Rafael, CA 94901

COUNTY: Marin

TELEPHONE: (415) 459-2796

PROGRAM DESCRIPTION: The purpose of the Computer Education Consortium is to foster a system of collaboration among public schools, private schools and outside entities for the development and implementation of computer education programs in Marin County. The consortium reviews proposals for the funding of innovative computer education programs.

Funds for the consortium are administered through the Marin County Office of Education which contracts with a part-time consultant who provides administration services for the consortium. Presently, this group is funded through a grant from the San Francisco Foundation.

Marin County's business community is represented on the consortium by an employee of Fireman's Fund Insurance Companies, who participates in all meetings and has assisted in reviewing proposals for funding.

DESCRIPTORS: Computer Projects

PROGRAM TITLE:	Project Logo
NAME OF CONTACT:	Gary Evans
TITLE:	Project Coordinator
COMPANY OR ORGANIZATION:	TRW
ADDRESS:	One Space Park Redondo Beach, CA 90278
COUNTY:	Los Angeles
TELEPHONE:	(213) 535-2500

PROGRAM DESCRIPTION: TRW organized a consortium of interests to implement a pilot computer learning and problem solving program at La Tijera Elementary School in Inglewood. A contribution from the company was supplemented by monies from the school district and the local chapter of the Institute of Electrical and Electronic Engineers to purchase an Apple computer and LOGO software. A student from Loyola University volunteered her services as a senior project to train teachers at the school in the use of the system.

DESCRIPTORS: Computer Projects; Teacher Internships and Training; Business Association Programs and Community Partnerships

PROGRAM TITLE:	In-School Youth Work Experience/ Summer Youth Employment
NAME OF CONTACT:	William E. Rouson
TITLE:	Coordinator
COMPANY OR ORGANIZATION:	Office of Riverside County Superintendent of Schools
ADDRESS:	3939 13th St., P. O. Box 868 Riverside, CA
COUNTY:	Riverside
TELEPHONE:	(714) 788-6667

PROGRAM DESCRIPTION: The Summer Youth Employment Program and the Youth Work Experience Program are administered by the Riverside County Superintendent of Schools. Members of the business community are involved in the planning and implementation of these programs, which reach more than 5,000 youth.

The purpose of the programs is to encourage youth to complete their secondary education by providing them with an individualized Career Education program. To assist in this effort, the county uses a computerized management system which provides career counseling information based upon current occupational data for the region. Microcomputers contributed to each school district by Apple have made the program possible.

DESCRIPTORS: Computer Projects; Summer Youth Programs; Classroom Materials and Equipment

PROGRAM TITLE: Education 2001

NAME OF CONTACT: Charles Wiederhold

TITLE: Consultant

COMPANY OR ORGANIZATION: Placer County Office of Education

ADDRESS: 360 Nevada Street, Auburn, CA
95603-3779

COUNTY: Placer

TELEPHONE: (916) 823-6222

PROGRAM DESCRIPTION: "Electronic Learning Possibilities for the Graduates of the Year 2001" was the title of a unique three-day symposium for county educational decision-makers. The symposium was the brain child of county office of education personnel, a local school superintendent, and an industry representative from Pacific Bell who is also a county board of education member. This symposium was a first in that it involved only key educational decision-makers (school superintendents and school board members) as the participants. Presentations were made by educational computing experts and local business people using high technology in their operations. As a partial result of getting the right people together at the right time, school computer use within the county has grown from under 50 total units to over 300 units in less than one year.

This symposium was an example of what can be accomplished when education and industry have a common goal. All of the conference activities were entirely self-supporting. Nationally-known speakers donated their time and the conference was attended by former Governor Jerry Brown.

DESCRIPTORS: Computer Projects

PROGRAM TITLE:	Rural Information Equity
NAME OF CONTACT:	Charles Wiederhold
TITLE:	Consultant
COMPANY OR ORGANIZATION:	Placer County Office of Education
ADDRESS:	360 Nevada Street Auburn, CA 95603-379
COUNTY:	Placer
TELEPHONE:	(916) 823-6222

PROGRAM DESCRIPTION: This program started with the involvement of the county office of education and a local real estate developer who was interested in information technology. County office personnel originally wrote a small grant to the Atari Institute to provide database information access and computer literacy to the students of a small and isolated rural school in the community of Foresthill. Within one year this project has gained wide community support and has resulted in the school installing a complete computer lab with computer instruction available to all students. In addition, the school has made the lab available to community members after regular school hours. This program demonstrates what a community and a school can accomplish with a helping hand from industry.

DESCRIPTORS: Computer Projects

PROGRAM TITLE: Computer Education Symposium

NAME OF CONTACT: Karen Kent

TITLE: Program Manager

COMPANY OR ORGANIZATION: Marin County Office of Education

ADDRESS: 1111 Las Gallinas Avenue
San Rafael, CA 94903

COUNTY: Marin

TELEPHONE: (415) 499-5811

PROGRAM DESCRIPTION: This one and one-half day symposium was held in October, 1982, to provide a format for discussion between educators and community leaders with people who are recognized experts in fields of computer education.

One of these experts was Guy Dobbs, President of Xerox Electro Optical systems who addressed the group and participated in a panel discussion concerning the future of computers in education.

The local participants were representing public and private education, kindergarten through college, which serves approximately 63,000 students. In addition, representatives of the California and U.S. Departments of Education were present.

This symposium was funded through a grant from the San Francisco Foundation to the Marin County Office of Education. A 43-minute videotape of the "Highlights of the Computer Symposium" is available.

DESCRIPTORS: Computer Projects

PROGRAM TITLE: Microcomputer Education Program

NAME OF CONTACT: Dr. William "Sandy" Wagner

TITLE: Director

COMPANY OR ORGANIZATION: Santa Clara County Office of Education

ADDRESS: 100 Skyport Dr., M.C. #237
San Jose, CA 95115

COUNTY: Santa Clara

TELEPHONE: (408) 947-6529

PROGRAM DESCRIPTION: Microcomputer Education Program (MEP) provides technical consultation to educators in Santa Clara County regarding computer hardware and software. Specifically MEP provides the following services:

- o maintains a software library for educators and encourages companies to provide software packages for use in the microcomputer center.
- o assists companies in product development by identifying school/education needs and providing an opportunity to test-market new products in the schools.
- o acts as a broker between occupational program coordinators and publishers of computer software.
- o provides curriculum development for the Industry Education Council Computer Van. The Computer Van, which was initiated with encouragement from ATARI, provides 15 computers and curriculum materials to high schools.

DESCRIPTORS: Computer Projects; Teacher Internships and Training; Educational Nonprofits

PROGRAM TITLE:	Bay Area 4E Project
NAME OF CONTACT:	David L. Elliott
TITLE:	Director, EPIE Western Projects Office
COMPANY OR ORGANIZATION:	Educational Products Information Exchange (EPIE) Institute
ADDRESS:	1018 Keith Ave. Berkeley, CA 94708
COUNTY:	Alameda
TELEPHONE:	(415) 525-1451

PROGRAM DESCRIPTION: EPIE Institute is a non-profit, member-supported educational consumer's organization that was founded in 1967 to help educators select instructional materials best suited to the needs of their students and to local curriculum requirements. EPIE has had an office in California since 1971 and has carried on teacher-training and consultation on the selection of textbook programs with a number of county and state education agencies.

The Bay Area 4E project (Excellence and Equity in Electronic Education) is a new project funded by a grant from the San Francisco Foundation. The 4E program will help schools and parents improve the selection and use of microcomputer educational software programs by (1) aiding in the identification of well-designed programs that fit well into the overall school curriculum, (2) promoting the coordination of school and home use of microcomputers for instruction, and (3) promoting equity of access to microcomputers on the part of poverty-level parents. This project will be carried out through five Bay Area county offices of education and the Teacher Education and Computer (TEC) Centers with which they are affiliated.

DESCRIPTORS: Computer Projects

PROGRAM TITLE:	California Computers in Schools Project
NAME OF CONTACT:	Judith Hubner
TITLE:	Director
COMPANY OR ORGANIZATION:	National Commission on Industrial Innovation
ADDRESS:	1125 West 6th St., Suite 300 Los Angeles, CA 90017
COUNTY:	Los Angeles
TELEPHONE:	(213) 481-0205

PROGRAM DESCRIPTION: California leads the nation in landmark legislation providing a tax incentive for donations of computers to schools. The Computers in Schools tax credit (A.B. 3194, Imbrecht) was signed by Governor Brown on September 29, 1982, and will sunset June 30, 1984. The law allows a state income tax credit equivalent to 25 percent of a fair market value of any contribution of computers, equipment or apparatus to California public and private schools for instructional purposes.

In addition to the tax incentive, corporations have found that donating computers to schools is both good business and good community service. A recent study found that student familiarity with computer brands used in schools leads to expanded sales both to the educational market and to the secondary home market (International Resource Development, Inc., 1982).

The California Computers in Schools Project working with an Advisory Board of California's major educational organizatins helps individual corporations develop strategic plans for donating computers to schools; identifies schools and existing programs which would benefit from additional equipment; advises federal and state legislators on current policy issues related to the introduction of computers into schools; and manages The Electronic Learning Exchange, California's only statewide, public access electronic information exchange on computer education.

DESCRIPTORS: Computer Projects; Classroom Materials and Equipment

MATH, SCIENCE AND ENERGY PROGRAMS

California's rapid movement toward a technology and information-based economy has fueled widespread concern over meeting the state's employment needs in coming decades. Business, educators and community groups are now mobilizing to rekindle student interest - and proficiency - in math, science and technical disciplines, upon which many newly-emerging occupations are based.

Reviewed here are a variety of programs which seek to replace students' fears of math and science with inquisitiveness and curiosity, and at the same time lay the groundwork for academic success in these fields. Energy programs, which tie a technical understanding of energy production and consumption with the need to conserve, are also reviewed in this section. Business involvement in each of these areas includes volunteer support, technical assistance, corporate contributions, and donations of materials and equipment for classroom use.

Educational activities in math, science and energy are rich in their diversity. San Francisco's Exploratorium and state and county science fairs share the common goals of explaining natural phenomena through simple math and science concepts, and teaching through hands-on experience. Other programs strengthen math and science education through award-winning film series, teacher training, curriculum development, and grants for energy education. Business firms are also involved in a variety of community and state-level councils and forums focusing on strengthening math, science and energy education in elementary and secondary schools.

Finally, the business community is beginning to play a leadership role in encouraging women and minorities to pursue math- and science-related careers. Strong financial support from business and industry has enabled the highly effective MESA program to continue to advise, counsel, and encourage minority students to prepare for university-level math programs. The Math/Science Network uses similar strategies to increase representation of women in math and technical fields. In addition to financial support, business is contributing to these programs by providing employee role models.

PROGRAM TITLE:	Santa Clara Valley Science and Engineering Fair
NAME OF CONTACT:	Isabelle S. Stone
TITLE:	President
COMPANY OR ORGANIZATION:	Hewlett-Packard Laboratories
ADDRESS: (home address)	12271 Windsor Ct. Los Altos Hills, CA 94022
COUNTY:	Santa Clara
TELEPHONE:	(415) 948-1395

PROGRAM DESCRIPTION: The purpose of the Santa Clara Valley Science and Engineering Fair is to encourage 6th-12th grade students to be curious about science and to discipline themselves to consider a scientific question and formulate a logical conclusion.

The annual science fair is held each April at the Santa Clara County Fairgrounds and serves the entire Santa Clara Valley area. At the 23rd annual fair held this year, 750 students submitted project exhibits.

Students and teachers benefit from the fair in several ways. Emphasis is on accomplishment, self-discipline, understanding of scientific principles, and meeting other students with similar interests.

The science fair has been in operation since 1960 and was incorporated as a nonprofit organization in 1964. It is funded by local business and business organizations and receives in-kind help from several large corporations. Patrons of the fair include FMC, Hewlett-Packard, IBM, Lockheed Missiles & Space Co., San Jose Mercury News, and Syntex Corporation. The fair has an advisory board of seven business representatives, and about half its board members are employed by firms that support the fair.

DESCRIPTORS: Math, Science and Energy Programs

PROGRAM TITLE:	Greater San Diego Science & Engineering Fair
NAME OF CONTACT:	King Durkie
TITLE:	Executive Director
COMPANY OR ORGANIZATION:	Greater San Diego Science & Engineering Fair
ADDRESS:	P. O. Box 1530 La Jolla, CA 92038
COUNTY:	San Diego
TELEPHONE:	(619)237-2151

PROGRAM DESCRIPTION: The annual fair provides an opportunity for the education, scientific, engineering and business sectors of San Diego and Imperial counties to work together for constructive youth development. It is open to any student in grades 7 through 12. Each year more than 600 students and their teachers benefit from the program. Pacific Bell General Manager, Lincoln R. Ward, serves on the organization's board of directors.

DESCRIPTORS: Math, Science and Energy Programs

PROGRAM TITLE:	Science Fair
NAME OF CONTACT:	Jorge Jackson
TITLE:	Community Relations Director
COMPANY OR ORGANIZATION:	General Telephone of California
ADDRESS:	P. O. Box 889, RC 3120 Santa Monica, CA 90406
COUNTY:	Los Angeles
TELEPHONE:	(213) 451-7644

PROGRAM DESCRIPTION: The Science Fair encourages students to get involved in applying science and math by creating their own hands-on projects. Science fairs could be structured as competitions in just one school between different classes, or within school districts or even between districts. In California, the competition proceeds from local to county to a state competition.

General Telephone provides printing, facilities and volunteers to judge contests. Several months of staff time are required to coordinate the projects.

DESCRIPTORS: Math, Science and Energy Programs

PROGRAM TITLE: Charitable Contributions

NAME OF CONTACT: Jim Siwicki

TITLE: Communication Specialist

COMPANY OR ORGANIZATION: GE Intersil

ADDRESS: 10710 N. Tantau Ave.
Cupertino, CA 95014

COUNTY: Santa Clara

TELEPHONE: (408) 996-5139

PROGRAM DESCRIPTION: GE Intersil provides financial support for many educational programs at the elementary, secondary, and college level. Over the past year, GE contributed to the Academic Decathlon (Santa Clara County Office of Education); the Santa Clara County Science and Engineering Fair, and Tinker...Toys...Technology (Santa Clara Girls Scout Council).

DESCRIPTORS: Math, Science and Energy Programs

PROGRAM TITLE: San Francisco Bay Area Science Fair

NAME OF CONTACT: Theodore W. Beck

TITLE: Executive Director

COMPANY OR ORGANIZATION: San Francisco Bay Area Science Fair, Inc.

ADDRESS: Lawrence Hall of Science
University of California
Berkeley, CA 94720

COUNTY: Alameda

TELEPHONE: (415) 527-2898 or (415) 642-4156

PROGRAM DESCRIPTION: The purpose of the San Francisco Bay Area Science Fair and the Junior Science and Humanities Symposium is to stimulate the interest and enthusiasm of science, mathematics, and engineering students (grades 7 through 12) by encouraging competition and original thinking.

The science fair is designed for junior and senior high school students from eight Bay Area counties and is held at the California Academy of Sciences in Golden Gate Park, San Francisco. The program generally involves over 6,000 students and more than 500 exhibitors. Two top winners go on to compete in the International Science and Engineering Fair.

Students present original engineering, science, and mathematics studies as exhibits at the science fair or as papers at the Junior Science and Humanities Symposium, an annual event which rotates between the University of California, Berkeley or Davis, and other university locations.

The symposium is open to senior high school students from schools located throughout northern California and western Nevada. Roughly 150 students and some 60 teachers representing 60 schools participate in the three-day symposium.

Financial, volunteer, and administrative support for the Science Fair and Symposium are provided by more than 200 Bay Area businesses, many of whom participate on the advisory board, board of directors or operating committee.

DESCRIPTORS: Math, Science and Energy Programs; Educational Nonprofits; Employee Volunteer Programs

PROGRAM TITLE:	Lawrence Hall of Science and Development Plan
NAME OF CONTACT:	Ty F. Scoggins
TITLE:	Vice President/Public Affairs
COMPANY OR ORGANIZATION:	Natomas Company
ADDRESS:	601 California Street San Francisco, CA 94108
COUNTY:	San Francisco
TELEPHONE:	(415) 765-0469

PROGRAM DESCRIPTION: Natomas is contributing staff time and a consultant's time to work with the Lawrence Hall of Science development staff. The purpose of the project is to coordinate existing and new fundraising efforts into the kind of comprehensive institutional campaign that can provide unrestricted funds over time for exhibitions, educational programs and teacher training, and for the Discovery Fund for research in new ideas in both these areas.

DESCRIPTORS: Math, Science and Energy Programs

PROGRAM TITLE:	Summer Science Program - The Thatcher School
NAME OF CONTACT:	Robert G. Williams
TITLE:	Director, Training and Management Education
COMPANY OR ORGANIZATION:	Hughes Aircraft Company
ADDRESS:	200 N. Sepulveda Blvd. Los Angeles, CA
COUNTY:	Los Angeles
TELEPHONE:	(213) 414-6774

PROGRAM DESCRIPTION: The Summer Science Program was originally designed as a cooperative effort between educational institutions and local industry to encourage scientifically-oriented gifted students.

Prior to entering their senior year in high school, 36 students from the United States and abroad participate in this six-week coeducational program.

The program consists of six hours of lectures and laboratories Monday through Friday and three hours on Saturday. Lectures focus on physical sciences and mathematics, although the special emphasis is on astronomy. The program seeks to introduce the students to topics which will not be covered in future high school or college level courses.

Hughes Aircraft Company provides financial support for the program.

DESCRIPTORS: Math, Science and Energy Programs

PROGRAM TITLE: Mathematics, Engineering, Science Achievement (MESA)

NAME OF CONTACT: Vinetta Jones, Ph. D.

TITLE: Associate Director

COMPANY OR ORGANIZATION: University of California

ADDRESS: Lawrence Hall of Science
Berkeley, CA 94720

COUNTY: Alameda

TELEPHONE: 642-5064

PROGRAM DESCRIPTION: MESA's goal is to increase the number of under-represented minority students who complete high school with the mathematics, science and English preparation necessary to pursue and graduate in a math-based discipline at the university level. Through MESA's efforts, participating students receive the educational enrichment experiences and practical help they need to prepare for university-level programs in a variety of fields.

MESA activities include tutoring; independent study groups; academic, university and career advising; field trips, summer enrichment and employment programs; scholarship incentive awards based on GPA and SAT scores; and math competitions.

MESA was initiated in 1970 at Oakland Tech School with 25 students. The program was designed by high school teachers, university faculty and others, who later refined the MESA model that was expanded to an additional three high schools in the mid-1970s. In 1976-77 a decision was made to replicate the MESA model throughout the State of California. This statewide expansion was made possible by grants from the William and Flora Hewlett Foundation and the Alfred P. Sloan Foundation.

MESA is currently operating in 16 centers and 131 high schools, and has over 3,000 students enrolled. Follow-up studies have confirmed that over 90 percent of recent MESA graduates have attended a college or university and approximately 66 percent have pursued a math-based field of study. Ten California universities report that graduates from five or more MESA Centers have entered their freshman program, in some cases constituting 20 to 25 percent of their under-represented minority freshmen.

PROGRAM TITLE: MESA (Mathematics, Engineering, Science Achievement) - continued

Until July 1, 1979, MESA operated exclusively on contributions made by private foundations and corporations. Since then, the State of California, through two state university systems, has annually provided funding for MESA on the condition that dollar-for-dollar matches be provided by non-state funds. The 1982-83 state budget included a total of $1,350,000 for MESA on the condition that non-state sources provide $920,000. MESA's Industry Advisory Board, made up of 16 companies throughout the State of California, took on the challenge of raising the matching funds for MESA. Under the chairmanship of Mr. Lodwrick Cook, Vice President, ARCO, the MESA Industry Advisory Board and an additional 54 California companies raised $1,100,000, thereby enabling MESA to obtain the state funding necessary for the expansion of the program in high schools and the institution of a university level program. In addition to financial support, these 70 companies contribute to the educational enrichment experiences of MESA students by providing tutoring, field trips to their companies and role models working in math-based fields.

DESCRIPTORS: Math, Science and Energy Programs; Educational Nonprofits; Employee Volunteer Programs

PROGRAM TITLE: Edison Youth Day Program

NAME OF CONTACT: E. C. Lund

TITLE: Supervisor, Educational Services

COMPANY OR ORGANIZATION: Southern California Edison Company

ADDRESS: 235 E. Badillo Street, Covina, CA

COUNTY: Los Angeles

TELEPHONE: (213) 915-3540

PROGRAM DESCRIPTION: Each year, the Southern California Edison Company, in cooperation with the Thomas Alva Edison Foundation, invites approximately 100 top high school science students and their teachers to corporate headquarters in Rosemead. The purpose of this one-day visit is to encourage these young people to continue their pursuit of careers in engineering, science or math areas. Always included in this program are presentations by Edison's top Research and Development scientists and engineers, and engineering or science department representatives from local colleges.

DESCRIPTORS: Math, Science and Energy Programs; Career Exploration

PROGRAM TITLE:	Save Energy at School (S.E.A.S.)
NAME OF CONTACT:	E. C. Lund
TITLE:	Supervisor, Educational Services
COMPANY OR ORGANIZATION:	Southern California Edison Company
ADDRESS:	235 E. Badillo Street, Covina, CA
COUNTY:	Los Angeles
TELEPHONE:	(213) 915-3540

PROGRAM DESCRIPTION: Save Energy at School is a comprehensive educational program designed to accomplish measurable energy savings within a school district. Results are effected by behavioral involvement of all students, teachers, administrators and other staff.

Southern California Edison Educational Services personnel work with the district superintendent, school board, administrative staff, principals, teachers and students in developing goals and a program strategy to reduce energy consumption and demand.

The program goals are:

- to provide an educational component which will establish an energy-awareness information base for students and staff, and
- to reduce electrical consumption within a school district.

DESCRIPTORS: Math, Science and Energy Programs

PROGRAM TITLE:	California Museum Foundation California Museum of Science and Industry
NAME OF CONTACT:	Don M. Muchmore
TITLE:	Executive Director
COMPANY OR ORGANIZATION:	California Museum Foundation
ADDRESS:	700 State Drive, Exposition Park Los Angeles, CA 90037
COUNTY:	Los Angeles
TELEPHONE:	(213) 744-7400

PROGRAM DESCRIPTION: This is a cooperative effort between California state government and private enterprise. The California Foundation for Commerce and Education provides exhibits at the California Museum of Science and Industry, along with symposia, demonstrations, classes and tours. Through its direct educational programming, the California Museum of Science and Industry is a source of career information and motivation for both teachers and students. More than 1,200,000 students and teachers annually benefit from programs including summer science workshops, science film series, space science colloquia, scientific lecture-demonstrations, space place players, the California state science fair and teacher institutes.

DESCRIPTORS: Math, Science and Energy Programs; Teacher Internships and Training

PROGRAM TITLE:	Corporate Contributions for K-12 Education
NAME OF CONTACT:	Marylou Edmondson
TITLE:	Community Relations Coordinator
COMPANY OR ORGANIZATION:	Potlatch Corporation
ADDRESS:	One Maritime Plaza, P. O. Box 3591 San Francisco, CA 94119
COUNTY:	San Francisco
TELEPHONE:	(415) 981-5980

PROGRAM DESCRIPTION: Potlatch Corporation helps to support a variety of educationally-related organizations that support kindergarten through grade 12 education in the Bay Area, particularly in the areas of science, business and economics. These organizations include the Exploratorium, Museum Society, Friends of San Francisco Public Library, San Francisco Bay Area Science Fair, the Academy of Sciences at Golden Gate Park, Invest-in-America, and Junior Achievement of the Bay Area.

DESCRIPTORS: Math, Science and Energy Programs; Business and Education Programs; School Foundations; Business Association Programs and Community Partnerships

PROGRAM TITLE:	Exhibit - Museum of Science and Industry
NAME OF CONTACT:	Jean Kervin
TITLE:	Display Specialist
COMPANY OR ORGANIZATION:	Southern California Gas Company
ADDRESS:	810 South Flower Street, M.L. 202D Los Angeles, CA 90017
COUNTY:	Los Angeles
TELEPHONE:	(213) 689-2985

PROGRAM DESCRIPTION: A permanent energy exhibit is maintained at the California Museum of Science and Industry. It provides a wide range of energy and conservation information to visitors in a multimedia, participative format. School tours come from Los Angeles, Orange County, Riverside, San Bernardino and Ventura. Several thousand students tour the museum each year.

DESCRIPTORS: Math, Science and Energy Programs

PROGRAM TITLE:	Project Seed
NAME OF CONTACT:	William Johntz
TITLE:	National Director
COMPANY OR ORGANIZATION:	Project Seed
ADDRESS:	2336-A McKinley Avenue Berkeley, CA 94703
COUNTY:	Alameda
TELEPHONE:	(415) 642-3070

PROGRAM DESCRIPTION: The goal of Project Seed is to build student confidence about learning mathematics, to develop student skills in problem solving and critical thinking, and to review, reinforce and teach topics from the standard mathematics curriculum.

The curriculum includes both standard and advanced topics.

Kaiser Aluminum & Chemical Corporation has helped support the program through direct contributions and technical assistance.

DESCRIPTORS: Math, Science and Energy Programs

PROGRAM TITLE: California Energy Education Forum (CEEF)

NAME OF CONTACT: Margaret A. Pashko

TITLE: Chairperson, CEEF Membership Committee

COMPANY OR ORGANIZATION: California Energy Education Forum (CEEF)

ADDRESS: c/o SMUD, P. O. Box 15830,
Mail Stop 10, Sacramento, CA 95813

COUNTY: Statewide

TELEPHONE: (916) 452-3211

PROGRAM DESCRIPTION: The California Energy Education Forum (CEEF) is an impartial organization of educators, government representatives, conservation activists, energy industry experts and producers of educational materials with one common concern: that students understand the current international energy situation and the need for energy conservation. The group is exactly what its name implies - a neutral forum for the exchange of ideas. It neither endorses energy education products nor advocates a particular viewpoint. It is a central source for the most up-to-date energy education techniques and teaching aids available. Pacific Gas and Electric provides funding, sits on the board of directors and sponsors energy awareness activities such as facility tours.

DESCRIPTORS: Math, Science and Energy Programs; Classroom Materials and Equipment

PROGRAM TITLE:	Energy Action in Schools
NAME OF CONTACT:	Jan Philbin, Dickson Schwarzbach
TITLE:	Jan Philbin, Coordinator, Energy Action in Schools Dickson Schwarzbach, Energy Education Specialist
COMPANY OR ORGANIZATION:	Energy Action in Schools
ADDRESS:	1400 10th Street, Room 203 Sacramento, CA 95814
COUNTY:	Statewide
TELEPHONE:	(916) 323-4388

PROGRAM DESCRIPTION: Energy Action in Schools works with schools in the State of California to develop energy education programs which reduce school energy usage and costs by involving school staff and students in energy management. Pacific Gas and Electric provides assistance to schools, teacher in-service training and energy education materials.

DESCRIPTORS: Math, Science and Energy Programs; Teacher Internships and Training; Classroom Materials and Equipment

PROGRAM TITLE:	The Business Connection
NAME OF CONTACT:	Dr. Raymond B. Stewart
TITLE:	Manager, Employee Relations
COMPANY OR ORGANIZATION:	Systems Development Corporation
ADDRESS:	2500 Colorado Avenue Santa Monica, CA 90406
COUNTY:	Los Angeles
TELEPHONE:	(213) 820-4111, ext. 5169

PROGRAM DESCRIPTION: The Business Connection is a program carried out with the Santa Monica-Malibu Unified School District to encourage mathematics studies by sophomore, junior and senior high school students. Systems Development Corporation provides speakers for the Mathematics Club, hosts an annual recognition breakfast or lunch for teacher sponsors and students, and soon plans to sponsor non-paid student internships. Approximately 30 students and four faculty members were involved during the first year of program operation. The program is administered in conjunction with the district Public Information Office.

DESCRIPTORS: Math, Science and Energy Programs; Employee Volunteer Programs

PROGRAM TITLE:	Dr. Rocket
NAME OF CONTACT:	Shirley Johnson
TITLE:	Departmental Assistant
COMPANY OR ORGANIZATION:	Aerojet General Corporation
ADDRESS:	P. O. Box 13618 Sacramento, CA 95853
COUNTY:	Sacramento
TELEPHONE:	(619) 355-3457

PROGRAM DESCRIPTION: Through a program called Project Assist (Assist to Schools by Stimulating Interest in Science and Technology), Aerojet provides elementary and high school students with instruction in chemistry through a lively, entertaining format.

"Dr. Rocket" - an employee of Aerojet for 25 years - uses props, games and costumes to teach four basic programs: how do rockets work; rocket physics and chemistry; space exploration; and astronomy. Last year, he gave 75 lectures to 5,600 students; by March of this year, he had spoken to an additional 113 classes.

The program is funded by Aerojet.

DESCRIPTORS: Math, Science and Energy Programs; Employee Volunteer Programs

PROGRAM TITLE: Science Screen Report Film Series

NAME OF CONTACT: Floyd Brown

TITLE: Director of Communications

COMPANY OR ORGANIZATION: Aerojet ElectroSystems Co.

ADDRESS: P. O. Box 196, Azusa, CA 91702

COUNTY: Los Angeles

TELEPHONE: (213) 334-0812

PROGRAM DESCRIPTION: The Science Screen Report Series is an internationally acclaimed program produced by Allegro Films, Inc., in cooperation with the National Science Teachers Association and the Engineers Council for Professional Development. The films are designed for a high school audience, with the intent of stimulating interest in science education.

Aerojet Electrosystems Company is sponsoring the nine-part film series, free of charge, for students at Gladstone High School in Azusa, California.

DESCRIPTORS: Math, Science and Energy Programs; Classroom Materials and Equipment

PROGRAM TITLE: Kids in Space Week

NAME OF CONTACT: Donna Benner Drury

TITLE: Director, Communications

COMPANY OR ORGANIZATION: Aerojet TechSystems Co.

ADDRESS: P. O. Box 13222
Sacramento, CA 95813

COUNTY: Sacramento

TELEPHONE: (916) 355-2003

PROGRAM DESCRIPTION: Aerojet sponsored Kids in Space week in late 1982 to coincide with the Space Shuttle Columbia's fifth flight. The program was designed to highlight the American space program as well as Aerojet's role in that program. Volunteers from Aerojet visited classrooms and participated in assemblies at local schools, and the company also sponsored an art contest for the children. Grand Prize winners, a third grader and a fifth grader, received trips for themselves and their families to Edwards Air Force Base to view the Columbia's landing on November 16th.

DESCRIPTORS: Math, Science and Energy Programs; Scholarship and Recognition Programs

PROGRAM TITLE:	"If Only I'd Known"
NAME OF CONTACT:	Barbara McCarthy
TITLE:	Training Director
COMPANY OR ORGANIZATION:	Grass Valley Group, Inc.
ADDRESS:	P. O. Box 1114 Grass Valley, CA 95945
COUNTY:	Nevada
TELEPHONE:	(916) 273-8421

PROGRAM DESCRIPTION: "If Only I'd Known" is a slide presentation sponsored by Sierra College, Hewlett Packard and Grass Valley Group. Originally intended for school counselors, it is now used for presentations to elementary and high school students. Copies have been distributed to several school districts in northern California.

The purpose of the slide show is to increase students' and school administrators' awareness of the need for a strong math and science curriculum and to encourage students to enroll in math and science courses even if a technical career is not included in their current plans.

DESCRIPTORS: Math, Science and Energy Programs; Classroom Materials and Equipment

PROGRAM TITLE:	American Chemical Society-High School Programs
NAME OF CONTACT:	J. M. Hadley
TITLE:	Supervisor Corporate Services
COMPANY OR ORGANIZATION:	Pilot Chemical Company
ADDRESS:	11756 Burke St. Santa Fe Springs, CA 90670
COUNTY:	Los Angeles
TELEPHONE:	(213) 723-0036

PROGRAM DESCRIPTION: Pilot Chemical Company contributes to the education programs of the American Chemical Society, which has sponsored several programs for many years. The local section of the society prepares a high school chemistry examination each year, followed by recognition and awards. Symposiums are held for high school chemistry teachers with classroom demonstrations of new equipment and techniques. On a national level, the top chemistry teachers in the country are recognized and given awards.

DESCRIPTORS: Math, Science and Energy Programs; Scholarship and Recognition Programs; Teacher Internships and Training; Business Association Programs and Community Partnerships

PROGRAM TITLE:	Science Technological & Educational Program (STEP)
NAME OF CONTACT:	J. J. Arnold
TITLE:	Manager, Community Interface Program
COMPANY OR ORGANIZATION:	Rockwell International Corporation
ADDRESS:	12214 Lakewood Boulevard Downey, CA 90241
COUNTY:	Los Angeles
TELEPHONE:	(213) 922-4913

PROGRAM DESCRIPTION: The Science Technological & Educational Program is an educational enrichment program developed to provide paid paraprofessional work experience for students in technical/business aide positions.

The Community Interface Program conducts the initial screening and placement of the participants during their senior year in high school. Students then work on a part-time basis while they go to school full-time.

DESCRIPTORS: Math, Science and Energy Programs; Work Experience

PROGRAM TITLE:	The Educational Service Corps/TEK-XPO
NAME OF CONTACT:	Diane Anderson
TITLE:	Manager, Community Affairs
COMPANY OR ORGANIZATION:	Rockwell International Inc.
ADDRESS:	3370 Miraloma Avenue Anaheim, CA 92803
COUNTY:	Orange
TELEPHONE:	(714) 632-4192

PROGRAM DESCRIPTION: For the past three years Rockwell International in Orange County has provided middle management personnel and in-kind contributions to this organization. Their educational service for high school students consists of briefings on scientific subjects presented by scientists and engineers from high technology industry. It is hoped that this program encourages students to pursue careers in science, math or engineering.

DESCRIPTORS: Math, Science and Energy Programs; Career Exploration

PROGRAM TITLE:	Orange County Science and Engineering Fair
NAME OF CONTACT:	Diane Anderson
TITLE:	Manager, Community Affairs
COMPANY OR ORGANIZATION:	Rockwell International Inc.
ADDRESS:	3370 Miraloma Avenue Anaheim, CA 92803
COUNTY:	Orange
TELEPHONE:	(714) 632-4192

PROGRAM DESCRIPTION: For the past ten years Rockwell International has contributed corporation trust funds to this event. The fair provides an opportunity for science and mathematics students from across the United States to display projects; to meet with their peers and the area's leading scientists and engineers; and, hopefully, to enter international competition. More than 300 students enter the competition, and tours of the projects spark student interest in technical careers.

DESCRIPTORS: Math, Science and Energy Programs; Scholarship and Recognition Programs

PROGRAM TITLE:	National Energy Foundation (NEF)
NAME OF CONTACT:	Pamela Sloane
TITLE:	Regional Director
COMPANY OR ORGANIZATION:	National Energy Foundation
ADDRESS:	323 Geary St. San Francisco, CA 94102
COUNTY:	San Francisco
TELEPHONE:	(415) 392-3262

PROGRAM DESCRIPTION: The National Energy Foundation is designed to acquaint high school students with energy-related issues, and to encourage them to pursue career-oriented scientific, technical and energy-related goals.

In the San Francisco Bay Area, Bechtel Power Corporation and Natomas Company are among the firms which provide financial and volunteer support to NEF activities.

DESCRIPTORS: Math, Science and Energy Programs; Employee Volunteer Programs

PROGRAM TITLE:	TRW/Inglewood Science Fair
NAME OF CONTACT:	Dale Van Natta
TITLE:	Manager, Community Services
COMPANY OR ORGANIZATION:	TRW
ADDRESS:	One Space Park Redondo Beach, CA 90278
COUNTY:	Los Angeles
TELEPHONE:	(213) 535-1974

PROGRAM DESCRIPTION: Nearly 500 experiments were entered by junior and senior high school students in the 1983 Annual Science Fair sponsored by TRW and the Inglewood School District. Seventy finalists, selected by their teachers, were judged by 16 TRW scientists and engineers. Each received an electronic calculator, and the top three winners in the junior and senior categories received cash awards of up to $300 at a public awards ceremony. The purpose of the fair is to stimulate student interest in science and technology.

DESCRIPTORS: Math, Science and Energy Programs; Scholarship and Recognition Programs

PROGRAM TITLE: Marine Educational Research (MER)

NAME OF CONTACT: August Scornaienchi

TITLE: Project Manager

COMPANY OR ORGANIZATION: Alameda County Superintendent of Schools

ADDRESS: 313 W. Winton Ave., Hayward, CA 94541

COUNTY: Alameda

TELEPHONE: (415) 887-0152, ext. 345

PROGRAM DESCRIPTION: Project MER, operated by the Office of the Alameda County Superintendent of Schools, provides Bay Area students with an opportunity to study marine ecology as part of their school curriculum and to participate in a series of ongoing scientific research studies of the San Francisco Bay-Delta-Estuary complex.

The MER Project, located at the Pt. Molate Marine Lab in Richmond, provides experiences for elementary, junior and senior high school students. Emphasis is on observation of similarities and differences among the local plants and animals, identification of niches, measurement of simple physicochemical characteristics of the local waters and food-web relationships.

Since its inception in 1973, approximately 40,000 students and over 1,000 teachers have participated in the MER Project. Teachers who receive in-service training will have their classes participate either at the lab or through the MER Mobile.

The Office of the Alameda County Superintendent of Schools will continue to provide the leadership necessary to promote a quality science education in our schools, but it is only through the cooperative support of business, industry, and education that programs such as this can be offered.

DESCRIPTORS: Math, Science and Energy Programs

PROGRAM TITLE: Support of Berkeley High School Science Department

NAME OF CONTACT: James McManus

TITLE: West Coast Regional Manufacturing and Distribution Manager

COMPANY OR ORGANIZATION: National Starch & Chemical

ADDRESS: 742 Grayson Street, Alameda, CA

COUNTY: Alameda

TELEPHONE: (415) 841-4530

PROGRAM DESCRIPTION: National Starch & Chemical provides support for the science program at Berkeley High School, including donations of laboratory glassware and monetary contributions. Our 1983 contribution will increase the science department expense account by 7.2 percent.

DESCRIPTORS: Math, Science and Energy Programs

PROGRAM TITLE:	Science Screen Report
NAME OF CONTACT:	Susan Thompson
TITLE:	Projects Director
COMPANY OR ORGANIZATION:	Lake County Office of Education
ADDRESS:	1152 South Main Street Lakeport, CA 95453
COUNTY:	Lake
TELEPHONE:	(707) 263-7069

PROGRAM DESCRIPTION: Science Screen Report is a film series for students in junior high and high school. The program will begin in the fall of 1983. Students and teachers will receive the films, a synopsis, vocabulary, questions, career education and bibliography. The instructional package will assist teachers in providing up-to-date science information.

The program is funded by Aminoil and is administered by Science Screen Report, Inc., through the Lake County Office of Education. The materials will be distributed through the county office Instructional Materials Center to all county junior high and high schools.

DESCRIPTORS: Math, Science and Energy Programs; Classroom Materials and Equipment; Teacher Internships and Training

PROGRAM TITLE:	Los Angeles City/County Energy Education Council (LACCEECo)
NAME OF CONTACT:	Aire R. Korporaal
TITLE:	Consultant, Science Education
COMPANY OR ORGANIZATION:	Office of the Los Angeles County Superintendent of Schools
ADDRESS:	9300 E. Imperial Highway Downey, CA 90242
COUNTY:	Los Angeles
TELEPHONE:	(213) 922-6357

PROGRAM DESCRIPTION: The Los Angeles City/County Energy Education Council is a unique grassroots organization which is supported by individuals as well as representatives of community groups, education, business, industry and government agencies working together to support energy education in schools throughout the greater Los Angeles area. The program is now in its fifth year of operation.

LACCEECo's activities are very diverse. They include:

- teacher training through seminars and workshops,
- conferences for school administrators,
- dissemination of energy materials to schools,
- speakers for classroom presentations,
- grants for teachers to implement energy education programs,
- recognition of excellence in teaching about energy,
- energy education curriculum development, and dissemination of materials.

Business participants include Atlantic Richfield, Bechtel, Lundberg Survey, SoCal, and others.

DESCRIPTORS: Math, Science and Energy Programs; Teacher Internships and Training; Classroom Materials and Equipment; Scholarship and Recognition Programs

PROGRAM TITLE:	Los Angeles County Science Fair
NAME OF CONTACT:	Aire R. Korporaal
TITLE:	Consultant, Science Education
COMPANY OR ORGANIZATION:	Office of the Los Angeles County Superintendent of Schools
ADDRESS:	9300 E. Imperial Highway Downey, CA 90242
COUNTY:	Los Angeles
TELEPHONE:	(213) 922-6357

PROGRAM DESCRIPTION: The Los Angeles County Science Fair, in its 34th year, is jointly sponsored and supported by business, industry and education in Los Angeles County and hosted by the California Museum of Science and Industry. Judging of student exhibits is provided by engineers, scientists, and science educators.

The purposes of the Los Angeles County Science Fair are to motivate young people to apply creativity and critical thought to the solution of science, engineering and mathematics problems; to publicly recognize the achievements of talented science students, grades 7-12, in Los Angeles County; to encourage students, teachers, parents, scientists and engineers to meet, exchange knowledge and ideas, and discuss career opportunities; and to foster school-community cooperation in developing the scientific potential and communication skills of tomorrow's leaders.

DESCRIPTORS: Math, Science and Energy Programs; Scholarship and Recognition Programs; Career Exploration

PROGRAM TITLE:	Hidden Villa, Inc.
NAME OF CONTACT:	Betsy Bechtel
TITLE:	Director of Development
COMPANY OR ORGANIZATION:	Hidden Villa, Inc.
ADDRESS:	26870 Moody Road Los Altos Hills, CA
COUNTY:	Santa Clara
TELEPHONE:	(415)948-4690

PROGRAM DESCRIPTION: Hidden Villa is an education program to teach kindergarten through grade 12 students the relationship between man and his environment. Field trips focus on farm life and nature studies of plant and animal life. A resident biologist/botanist is available at their ranch site. The program is offered to and coordinated with school districts in the area.

Companies which contribute to this organization include Pacific Bell, Advanced Micro Devices, Crown Zellerbach, Pacific Gas and Electric, Rachem, Siltec, and Syntex.

DESCRIPTORS: Math, Science and Energy Programs; Educational Nonprofits

PROGRAM TITLE:	Science Delta
NAME OF CONTACT:	Norm Hartman
TITLE:	District Staff Manager
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	2700 Watt Avenue, Rm. 2343 Sacramento, CA
COUNTY:	Sacramento
TELEPHONE:	(916)482-2242

PROGRAM DESCRIPTION: The Science Delta program includes a ten-year plan addressing (1) the extreme need to support science and math education in our schools; (2) the influx of new high tech business in the Sacramento area; and (3) the growth of consumer interest in science and high tech products.

One major part of the Science Delta plan is the Star Child campaign, which aims to enrich the science and math education of our children so that in ten years they will be in the top 10 percent of the nation. The program's objective is to close the gap between scientific literacy of our school graduates and the personnel needs of industry and business. This program will be introduced in the fourth grades of Sacramento County elementary schools. Pacific Bell management speakers will visit classrooms and present the talk, "There's More to Light Than Meets the Eye." In addition to telling the history of communications, the speakers use a laser to generate interest in science.

DESCRIPTORS: Math, Science and Energy; Basic Skills Development; Curriculum Development and Revitalization

PROGRAM TITLE: School in the Exploratorium (SITE)

NAME OF CONTACT: Frank Oppenheimer, Director
Lynn Rankin, Coordinator

COMPANY OR ORGANIZATION: Exploratorium

ADDRESS: 3601 Lyon St.
San Francisco, CA 94123

COUNTY: San Francisco

TELEPHONE: (415) 563-7337

PROGRAM DESCRIPTION: The Exploratorium is a unique museum dedicated to improving public understanding of science and of science learning in our schools. Each year more than one million visitors, including 500,000 school children, visit the Exploratorium to view more than 500 interactive, experiential exhibits about light and color, sound and music, patterns of motion, electricity, life sciences, math and physics.

The Exploratorium now sponsors eight educational programs. Among these, the School in the Exploratorium (SITE) program provides perhaps the most direct link with classroom teaching in California. At present, the program is supported by the San Francisco Foundation (through the Marin County School District) and by the Wells Fargo Foundation, which provides for a science liaison for curriculum development in the San Francisco middle schools.

This program began in 1974 and has grown into an innovative laboratory program which develops science curriculum for general use by elementary and middle school teachers in their own classrooms. In the current annual program, 100 fourth- through eighth-grade teachers attend three six-hour sessions at the museum. Exploratorium teachers have developed a Lending Library, an assortment of curriculum kits, Exploratorium mini-exhibits, photo slide packets and books for teachers to use for follow-up in the classroom after each workshop. Teachers bring their classes to the Exploratorium for a field trip during or immediately after the workshop series. Through the last ten years, School in the Exploratorium programs have served 1,248 teachers and 9,195 students from throughout the Bay Area. Details on other programs can be obtained by calling the Exploratorium.

DESCRIPTORS: Math, Science and Energy Programs; Teacher Internships and Training; Curriculum Development and Revitalization

PROGRAM TITLE:	Math, Science and Energy Network
NAME OF CONTACT:	Jan MacDonald
TITLE:	Director of Math, Science and Energy Resource Center
COMPANY OR ORGANIZATION:	Math, Science and Energy Resource Center
ADDRESS:	c/o Mills College Oakland, CA 94613
COUNTY:	Alameda
TELEPHONE:	(415) 430-2230

PROGRAM DESCRIPTION: The Math, Science and Energy Network is an association of more than 1,000 scientists, educators, engineers, parents, community leaders, and business and industry people established in the San Francisco Bay Area in 1974 to promote the participation of all women in scientific and technical fields of study and work.

Established in 1978 on the Mills College campus by a Carnegie Corporation of New York grant to the Math, Science and Energy Network, the Math, Science and Energy Resource Center is the main office and switchboard of the network, providing linkages and disseminating information between people, programs, and projects.

One of the most visible and successful Network programs is the "Expanding Your Horizons in Science and Mathematics" career education conferences for secondary school young women. Growing from one conference for 200 young women held in Oakland in 1976, 43 conferences in 1983 reached 14,000 young women, 4,000 parents and teachers. The conference involves 650 career women who volunteer their services as workshop leaders, speakers, and role models.

Corporate supporters for the Math, Science and Energy Network include Pacific Bell, ROLM, Syntex, Xerox, Exxon, Raychem, Plantronics/Wilcom, Mobil and Advanced Micro Devices.

DESCRIPTORS: Math, Science and Energy Programs

PROGRAM TITLE: Future Tech, Pre-Vocational and On-the-Job Training

NAME OF CONTACT: Howard Rideaux

TITLE: Executive Director

COMPANY OR ORGANIZATION: Bay Area Engineering Societies' Committee for Manpower Training Inc. (ESCMT)

ADDRESS: 530 Howard St., 3rd fl.
San Francisco, CA 94105

COUNTY: San Francisco

TELEPHONE: (415) 543-3383

PROGRAM DESCRIPTION: ESCMT was started as a joint effort of the American Society of Civil Engineers (San Franciscio Section) and the Structural Engineers of Northern California in January 1968. Recognizing the social and professional losses caused by the insufficient number of minority group members in engineering and related work, the committee's objective is to train minority men and women for paraprofessional jobs and to encourage them to pursue professional careers.

ESCMT is a nonprofit corporation, sponsored by 15 local engineering and architectural societies. Through a variety of programs (job placement, career counseling, scholarship support, school guidance activities, affirmative action programming, etc.) it works to increase career opportunities for minorities at all levels of skill.

In 1979 ESCMT started the Future Tech Program. This program is designed to identify minority students in middle schools in the San Francisco School System with potential interest and aptitude for careers in physical sciences, engineering, and architectural fields. The program consists of speakers from industry, field trips, an after-school science club and two-week summer programs.

DESCRIPTORS: Math, Science and Energy Programs; Career Exploration; Work Experience

PROGRAM TITLE:	East Side Union High School District Energy Management Program
NAME OF CONTACT:	Dr. William P. Baker
TITLE:	Associate Superintendent
COMPANY OR ORGANIZATION:	East Side Union High School District
ADDRESS:	830 N. Capitol Ave. San Jose, CA 95133
COUNTY:	Santa Clara
TELEPHONE:	(408) 926-7593

PROGRAM DESCRIPTION: Pacific Gas and Electric Company (PG&E), in cooperation with East Side Union High School District, strongly supported the district's energy conservation program. The district served as a laboratory for development of PG&E's Total Educational Energy Management (TEEM) program. The company supported coproduction, testing and revision of six high school energy conservation units; development of Student Energy Commissions (later recommended to all schools in the state by the California State Board of Education); energy audits (including teaching students to perform audits); company demonstrations and exhibits; and general close PG&E/district cooperation, resulting in an outstanding school energy conservation program.

Success of the district's conservation program, which receives state and national attention, was such that PG&E sponsored and published a school superintendent's manual on energy conservation authored by the district's associate superintendent. *Guidelines for the Total Educational Energy Management (TEEM)* is being made available by PG&E to school superintendents without charge.

DESCRIPTORS: Math, Science and Energy Programs; Volunteer Programs; Classroom Materials and Equipment

PROGRAM TITLE: Youth Science Institute (YSI)

NAME OF CONTACT: David Johnston

TITLE: Executive Director

COMPANY OR ORGANIZATION: Syntex Corporation

ADDRESS: 3401 Hillview Ave.
Palo Alto, CA 94303

COUNTY: Santa Clara

TELEPHONE: (415) 855-6111 - Frank Koch
(408) 356-4945 - David Johnston

PROGRAM DESCRIPTION: The primary objective of the Youth Science Institute is to kindle interest and inspire young people to leadership in scientific endeavors through science education. YSI provides science and natural experiences for the public, young and old alike, to generate respect and understanding for our natural world. In the past year, the museum provided tours to 244 school classes and youth classes, reaching some 5,600 students. In addition, YSI provided science education for 580 school classrooms and 20 youth groups.

YSI receives funding from government grants, foundations and private businesses. Syntex Corporation contributes to operational expenses.

DESCRIPTORS: Math, Science and Energy Programs; Educational Nonprofits

PROGRAM TITLE: Energy Source Curriculum

NAME OF CONTACT: Sandra J. Burton

TITLE: Regional Director, Southern California

COMPANY OR ORGANIZATION: Energy Source Education Council

ADDRESS: 7003 Caller
Downey, CA 90241

COUNTY: Los Angeles

PROGRAM DESCRIPTION: The Energy Source Education Council of Southern California provides seven Energy Source curriculum units to school districts in twelve Southern California counties.

The Energy Source curriculum units address the issues of safety, efficient use of energy sources, energy related science lessons, history of energy use and development, economic issues and social studies. The materials are provided free of charge to the schools for use by grades K-12.

The Council, utilizing trained corporate volunteers and loaned professionals, provides training workshops to acquaint teachers with the course materials.

The Council plans to reach 258,000 students in Southern California during 1984.

Contributors include Atlantic Richfield, Bechtel Power, Flour Corporation, Southern California Gas, and many others.

DESCRIPTORS: Math, Science and Energy Programs; Educational Nonprofits

BASIC SKILLS DEVELOPMENT

Reading, writing and arithmetic are taught in every elementary school in California, and yet, a surprising number of students find their way into junior high and high school without having mastered basic skills in these areas. Lacking the ability to read well, many students quickly fall behind in courses which require the use of textbooks and other written material. As their failures are compounded, frustration often gives way to defeat and early termination of education.

Efforts to reverse this cycle, or prevent it from occurring in the first place, are underway in many California schools. Business firms contribute through financial support, volunteer help, incentive programs, and donation of classroom equipment and materials. In Orange County, the business community is actively involved in sponsoring and supporting spelling bees and penmanship contests, which serve to reinforce reading and writing skills, and encourage vocabulary development. Computers have also been introduced to the schools to help teach basic math and reading concepts.

Reading and writing may present special problems for immigrants and refugees, particularly if they live in close-knit communities that revolve around their native cultures. In one Los Angeles program, business employees volunteer their time to work with these people to develop simple, conversational English skills. For many, the ability to communicate verbally is the first step away from poverty and toward a brighter future.

PROGRAM TITLE:	East Oakland Youth Development Center (EOYDC)
NAME OF CONTACT:	Patricia J. Marino
TITLE:	Community Projects Manager
COMPANY OR ORGANIZATION:	The Clorox Company
ADDRESS:	1221 Broadway, Oakland, CA 94612
COUNTY:	Alameda
TELEPHONE:	(415) 271-7747

PROGRAM DESCRIPTION: The EOYDC places special emphasis on career counseling, employment skills development, and personal development. The core of the program is Job Opportunities for Youth (Project JOY), which is designed to increase employment opportunities for Oakland youth through counseling, improvement of educational skills, and part-time job opportunities.

Other center activities include education, physical development and counseling programs which support and enhance the core program. The center's Education Department provides tutorial and remedial services for 50 youths per week. The department also provides high school proficiency preparation assistance.

The Physical Development/Special Activities Department handles the largest client volume, serving some 160 youths per day. The department organizes seasonal team sports, arts classes, sewing classes, dance and music courses. Individual and family crisis counseling is also provided by the center.

In 1981, the EOYDC received grants from the Clorox Company and the State Department of Education to implement the Youth Cadres' Pilot Juvenile Diversion Program, designed to divert delinquent youth from further involvement in the criminal justice system through peer counseling and outreach activities.

The center's activities are supported by a large group of volunteers from the Oakland community, Oakland businesses, and a variety of other organizations. Since 1975, Kaiser Aluminum & Chemical Corporation has provided support through direct contributions, donation of surplus furniture, fund-raising and executive assistance.

DESCRIPTORS: Basic Skills Development; Career Exploration

PROGRAM TITLE:	Conversational English Project
NAME OF CONTACT:	Jose A. Castro
TITLE:	Community Affairs Officer
COMPANY OR ORGANIZATION:	Security Pacific National Bank
ADDRESS:	333 South Hope Street Los Angeles, CA 90051
COUNTY:	Los Angeles
TELEPHONE:	(213) 613-4324

PROGRAM DESCRIPTION: Starting in 1983, students from Evans Community School have come to the bank's headquarters once a week to practice their everyday English with bank employees who volunteer as mentors. Ninety-five percent of Evans' students come from 52 foreign countries. They attend Evans to learn or improve their English skills.

DESCRIPTORS: Basic Skills Development; Employee Volunteer Programs

BEST COPY AVAILABLE

PROGRAM TITLE:	Spelling Bee
NAME OF CONTACT:	Jane Moore
TITLE:	Curriculum Coordinator
COMPANY OR ORGANIZATION:	Office of Riverside County Superintendent of Schools
ADDRESS:	P. O. Box 868, 3939 Thirteen Street Riverside, CA 92502
COUNTY:	Riverside
TELEPHONE:	(714) 788-6593

PROGRAM DESCRIPTION: The Riverside County Spelling Bee which began six years ago, is jointly sponsored by the Riverside Press Enterprise and the Riverside County Schools office. A winning student and alternate from each school district in the county serve as contest judges. Winning students in the 4th-6th grade division go on to the California State Elementary School spelling competition in Sonomy County, and 6th-8th grade winners attend the National Spelling Bee in Washington, DC.

The purpose of the program is to motivate students to learn vocabulary , spelling and poise in front of an audience. One hundred teachers and 25 additional employees work together to bring this competition to the students. The contest is administered by the Riverside County Schools Office and jointly funded by the Riverside Press Enterprise and Riverside County Schools office. The planning between the press and the county schools office is a year-long process.

DESCRIPTORS: Basic Skills Development

PROGRAM TITLE:	Orange County High School Spelling Contest
NAME OF CONTACT:	L. Erin Spruston
TITLE:	Specialist
COMPANY OR ORGANIZATION:	Orange County Department of Education
ADDRESS:	200 Kalmus Drive, P.O. Box 9050 Costa Mesa, CA 92626
COUNTY:	Orange
TELEPHONE:	(714) 966-4376

PROGRAM DESCRIPTION: The Orange County High School Spelling Contest is sponsored by the Santa Ana Rotary Club and coordinated by the Orange County Department of Education.

The program began in 1979. Each public and private high school in Orange County is eligible to enter. Rotary members serve as proctors during the written portion of the contest. During the final Spell-Off Cycle, students compete by orally spelling the words.

The top three spellers in this event receive trophies and represent Orange County at the state spelling competition in Orinda, California. Funds from the Santa Ana Rotary Club finance the students' trip to the state event. The three county winners are also recognized at a formal awards ceremony before the Orange County Board of Education.

This program offers an enriching and challenging academic experience for the youth of the community. Participants have the opportunity to improve their spelling skills and to further develop their overall proficiency in language arts by increasing their vocabularies and developing correct English usage that will help them throughout their lives.

DESCRIPTORS: Basic Skills Development; Scholarship and Recognition Programs

PROGRAM TITLE:	Orange County Pen & Quill Handwriting Contest
NAME OF CONTACT:	L. Erin Spruston
TITLE:	Specialist
COMPANY OR ORGANIZATION:	Orange County Department of Education
ADDRESS:	200 Kalmus Drive, P.O. Box 9050 Costa Mesa, CA 92626
COUNTY:	Orange
TELEPHONE:	(714) 966-4376

PROGRAM DESCRIPTION: The Orange County Pen & Quill Handwriting Competition is a countywide contest that climaxes an intensive round of classroom, school and district-level competition. For over 13 years, the program has reinforced traditional penmanship instruction and has played a significant role in the language arts curriculum.

The contest is held in a school's gymnasium on a Saturday. Each school district sends four fourth graders and four fifth graders to compete in five activities: dictation, envelope addressing, friendly letter, chalkboard, and manuscript (filling out a form). All participants receive certificates. Students are judged in four specific areas: (1) letter formation; (2) spacing of letters, words, and sentences: (3) slant of writing: (4) size and proportion of writing.

Individual and team trophies are presented at a special awards ceremony held at an Orange County Board of Education meeting.

Traditionally, the contest has been sponsored by community service organizations. In recent years, the contest has been funded in part by contributions from the Gemco Charitable and Scholarship Foundation and Orange County Industry/Education Council.

DESCRIPTORS: Basic Skills Development; Scholarship Recognition Programs

PROGRAM TITLE:	Orange County Elementary School Spelling Championships
NAME OF CONTACT:	L. Erin Spruston
TITLE:	Specialist
COMPANY OR ORGANIZATION:	Orange County Department of Education
ADDRESS:	200 Kalmus Drive, P.O. Box 9050 Costa Mesa, CA 92626
COUNTY:	Orange
TELEPHONE:	(714) 966-4376

PROGRAM DESCRIPTION: In April 1983, the Orange County Department of Education coordinated its first annual countywide Elementary School Spelling Championship. The contest consits of two cycles: a Preliminary Cycle, which has a written format: and a Spell-Off Cycle, which involves oral spelling.

The contest was sponsored by the Gemco Charitable and Scholarship Foundation; E.F. Hutton & Co., Inc., Newport Beach; and the North Orange County Board of Realtors. Contributions from these sources were used to purchase trophies, certificates, and refreshments. The donations also covered lodging and meal expenses incurred in sending the top two contestants to the state championship in Santa Rosa, California.

Each district is invited to send its best speller from among students in grades 4-6 to the county competition. Each public school district and private school in Orange County is eligible to participate.

This program motivates students to achieve academic excellence. Additionally, participation gives students a chance to further develop their language arts skills and to establish study habits.

DESCRIPTORS: Basic Skills Development; Scholarship and Recognition Programs

PROGRAM TITLE:	Orange County 8th Grade Spelling Competition
NAME OF CONTACT:	L. Erin Spruston
TITLE:	Specialist
COMPANY OR ORGANIZATION:	Orange County Department of Education
ADDRESS:	200 Kalmus Drive, P.O. Box 9050 Costa Mesa, CA 92626
COUNTY:	Orange
TELEPHONE:	(714) 966-4376

PROGRAM DESCRIPTION: The Orange County 8th Grade Spelling Competition began in 1963. Each Orange County public and private school with eighth graders is eligible to participate.

The 1983 contest was co-sponsored by The Register newspaper and the Orange County Department of Education. Previous contests have been funded by contributions from community service organizations.

Traditionally, the top three spellers receive trophies. A trophy is rotated among schools of first place winners. Plans are under way to sponsor next year's winner in the National Spelling Bee held in Washington, D.C.

At the county contest, as many as 40 students compete at one time. Students compete by writing rather than orally spelling the words. A proctor is seated between each pair of students. The emcee pronounces each word and uses it in a sentence. Students have 15 seconds to correctly write the word. After the signal-to-cease-writing sounds, the correct spelling is flashed on the screen to assist proctors in checking the students' responses. All contestants receive certificates honoring their participation.

The program supplements and enriches traditional spelling instruction by bringing to it the spirit of competition and that spirit's powerful impetus toward excellence. The event makes a valuable contribution to the county's overall language arts program.

DESCRIPTORS: Basic Skills Development; Scholarship and Recognition Programs

PROGRAM TITLE: Times Mirror Reading Program

NAME OF CONTACT: Stephen C. Meier

TITLE: Assistant to the President

COMPANY OR ORGANIZATION: The Times Mirror Company

ADDRESS: Times Mirror Square
Los Angeles, CA 90053

COUNTY: Los Angeles

TELEPHONE: (213) 972-3936

PROGRAM DESCRIPTION: Reflecting concern about the growing number of teenagers and adults who are functionally illiterate, the Times Mirror Company recently funded a pilot project to raise the reading levels of students at an inner-city high school in Los Angeles.

Implemented during the 1981-82 school year, the program's special features include small class size (10-15 students), individualized attention, newspapers as a teaching tool, and a curriculum which emphasizes building the self-confidence of the students as well as basic skills and vocabulary development.

This experimental reading education project has been supported by public and private resources. At the present time, an evaluation is underway to determine how Times Mirror can further strengthen reading education.

DESCRIPTORS: Basic Skills Development

PROGRAM TITLE: Project Rainbow

NAME OF CONTACT: D. W. Carroll

TITLE: District Staff Manager

COMPANY OR ORGANIZATION: Pacific Bell

ADDRESS: 525 B Street, Rm. 1912
San Diego, CA

COUNTY: San Diego

TELPHONE: (619)237-3340

PROGRAM DESCRIPTION: Project Rainbow is a unique San Diego educational program which will involve business, community groups, parents, teachers, and others in work to improve the learning skills of children in four schools in Southeast San Diego. These schools are minority-populated elementary schools where student achievement in basic skills is well below national and district averages. The purpose will be to significantly improve significantly the achievement (especially reading skills) of students in these schools by finding out what works and why. The techniques which are successful in this project will then be used in other schools.

Pacific Bell General Manager, Lincoln Ward, is active in the creation of this project of this project and serves on its steering committee. David Carroll and Andy Mace, District Managers, Pacific Bell, serve as subcommittee chairmen of the Industry Subgroup and the Public Relations Subgroup, respectively.

DESCRIPTORS: Basic Skills Development; Educational Nonprofits

PROGRAM TITLE:	Mission Reading Clinic
NAME OF CONTACT:	Kenneth Romines
TITLE:	Director
COMPANY OR ORGANIZATION:	Mission Reading Clinic
ADDRESS:	3391 16th St. San Francisco, CA 94114
COUNTY:	San Francisco
TELEPHONE:	(415) 626-8182

PROGRAM DESCRIPTION: The Mission Reading Clinic has reading centers at five school sites and is coordinating a demonstration project that combines its own resources with the resources of the school district and the City College of San Francisco. The clinic has developed and is successfully implementing a basic reading and math instruction project using microcomputer training as the primary literacy skills application media.

Since 1972, Mission Reading Clinic has provided direct instructional, technical and consultant services to 3500 students, 700 teachers and administrators. The policy of the clinic, a non-profit organization, is established by a board of directors composed of educational, community and business leaders. The clinic receives support from the San Francisco business community to help fund its programs.

DESCRIPTORS: Basic Skills Development; Computer Projects

CAREER EXPLORATION

Participating in career exploration activities is one of the most basic and important services business can contribute to education. Business-sponsored speaker programs, company tours, distribution of materials, and career day exhibits are just a few ways in which business and industry introduce their functions to elementary, junior high and high school students.

While the benefits of these programs are numerous, the most positive result is that they open new avenues of interest and inquiry for students with limited awareness of what the working world has to offer. Increased motivation in school is one effect of stimulating career programs. Students may overcome fears of math, science and other "hard" courses if they know these subjects are necessary to prepare them for particular fields. Speaker programs which include women and minorities also provide powerful role models for disadvantaged or underachieving students.

Many thousands of businesses and industries participate in career programs, particularly at the high school level. Some focus on jobs available within their own company, while others discuss overall industry needs and opportunities. Involvement may range from in-school presentations to assistance in developing career-related curriculum.

PROGRAM TITLE:	Future Farmers of America (FFA)
NAME OF CONTACT:	Fontaine Sewell
TITLE:	Assistant Vice President
COMPANY OR ORGANIZATION:	Security Pacific National Bank
ADDRESS:	333 South Hope Street, Los Angeles, CA 90051
COUNTY:	Los Angeles
TELEPHONE:	(213) 613-5426

PROGRAM DESCRIPTION: For many years, the bank has taken special interest in encouraging young men and women to explore career opportunities in agribusiness-related fields through FFA. The bank sponsors annual sectional FFA competitions which involve nearly 50 percent of all California participants. The competition culminates in 11 bank-hosted awards banquets. In addition, the bank sponsors four agricultural field days yearly, involving several thousand young Californians.

DESCRIPTORS: Career Exploration; Educational Nonprofits; Scholarship and Recognition Programs

PROGRAM TITLE: Career Awareness

NAME OF CONTACT: E. C. Lund

TITLE: Supervisor, Educational Services

COMPANY OR ORGANIZATION: Southern California Edison Company

ADDRESS: 235 E. Badillo Street, Covina

COUNTY: Los Angeles

TELEPHONE: (213) 915-3540

PROGRAM DESCRIPTION: Southern California Edison provides career information to counselors, teachers, and students to enable students to make the transition from school to the world of work. This is accomplished by:

- literature and films for the classroom, career fairs, and career centers.
- participation in a business exchange program which exposes teachers, counselors, and other certified personnel to the current career and job opportunities through on-site visits.
- participation in the Regional Occupation Program: Students receive on-the-job training in clerical positions.

DESCRIPTORS: Career Exploration, Teacher Internships and Training

PROGRAM TITLE: Career Guidance

NAME OF CONTACT: Berlinda Fontenot or Jeanne Camp

TITLE: Professional Staffing Coordinator

COMPANY OR ORGANIZATION: Southern California Gas Company

ADDRESS: 810 South Flower Street, M.L. 303H
Los Angeles, CA 90017

COUNTY: Los Angeles

TELEPHONE: (213) 689-3911 or 689-2264

PROGRAM DESCRIPTION: Employees speak to school classes and provide information on careers in the gas industry. Information on how to apply for a job and how to interview is also included.

The program is decentralized, and each division of the company responds individually; however, headquarters staff assistance is available on request.

DESCRIPTORS: Career Exploration; Employee Volunteer Programs

PROGRAM TITLE: Career Exploration - Data Processing

NAME OF CONTACT: Jim Smith

TITLE: Vice President-M.I.S.

COMPANY OR ORGANIZATION: The Newhall Land and Farming Company

ADDRESS: P. O. Box 55000
Valencia, CA 91355

COUNTY: Los Angeles

TELEPHONE: (805) 255-4056

PROGRAM DESCRIPTION: In this program, students are introduced to data processing functions in a diversified business environment and are given a thorough explanation of key hardware and software components in the computer center. Demonstrations of the methods used in computer programming, a tour of the computer center, and demonstrations and uses of the hardware are also included in the presentation.

Local colleges and high schools have been active participants in this program, which is now five years old. The program is carried out primarily in the Valencia, Saugus, and Canyon Country area, although it could be extended to the northern San Fernando Valley.

DESCRIPTORS: Career Exploration; Computer Projects

PROGRAM TITLE: Company Sponsored Classes In Business

NAME OF CONTACT: Mildred Huddleston

TITLE: Executive Vice President

COMPANY OR ORGANIZATION: Guarantee Savings and Loan Association

ADDRESS: 1177 Fulton Mall, Fresno, CA 93721

COUNTY: Fresno

TELEPHONE: (209) 268-8111

PROGRAM DESCRIPTION: From time to time, Guarantee Savings sponsors classes in business. Sometimes they send one or two top officers to the schools to conduct these classes, and occasionally they conduct educational programs on their business premises. In addition to conducting these classes for students, Guarantee Savings also invites groups of teachers to spend a half-day, or a day, at the company offices to show them how a business operates, and how the educational process contributes to business.

DESCRIPTORS: Career Exploration; Teacher Internships and Training

PROGRAM TITLE: Career Exploration Days

Contacts at each school:

La Mirada High School
Thomas Luna, Teacher
(213) 868-0431

Lynwood High School
Diane Lucas, Admin. Asst.
(213) 603-1464

Healdsburg High School
Renee Kiff,
Career Education Counselor
(707) 433-3301

Santa Fe High School
Edwin Goodwin,
Career Center Director
(213) 698-8121

Galileo High School
Ira Sachoff
(415) 474-2292

Montebello High School
Richard Karen, Career Counselor
(213) 728-0121

COMPANY OR ORGANIZATION: Bechtel Power Corporation

ADDRESS: P. O. Box 3965
San Francisco, CA 94119

COUNTY: San Francisco

TELEPHONE: (415) 768-6078

PROGRAM DESCRIPTION: Over the past year, Bechtel employees participated in career exploration days for high school students in a variety of settings. Among the high schools visited by Bechtel were La Mirada (Los Angeles); Healdsburg (Sonoma); Galileo (San Francisco); Lynwood (Los Angeles); and Santa Fe (Los Angeles). Bechtel representatives discussed opportunities and skills requirements in various areas including engineering, clerical/receptionist, drafting and word processing.

In addition, Bechtel interviewed graduating high school seniors at Montebello High School in Los Angeles for entry level positions.

DESCRIPTORS: Career Exploration

PROGRAM TITLE:	Career Education Program
NAME OF CONTACT:	Robert Davis
TITLE:	Internship Administrator
COMPANY OR ORGANIZATION:	First Interstate Bank of California
ADDRESS:	707 Wilshire Blvd., Los Angeles, CA
COUNTY:	Los Angeles
TELEPHONE:	(213) 614-3382

PROGRAM DESCRIPTION: The purpose of First Interstate Bank's Career Education program is to expose students to the world of banking and to assist them in the development of marketable skills and good work habits.

Students in the Oakland, San Francisco, San Diego and Los Angeles school districts are eligible to participate. Currently, 20 students are selected to participate in the program each year.

During the year-long training program, students work part-time and summers, in three or more of the following branch clerical positions: General Clerk, Commercial Teller, Safe Deposit Clerk, Customer Service Representative, Credit Checker, and Loan Processor.

Although the bank is not obligated to hire graduates from the program, it does attempt to place all students in a regular employment position when there is a mutual interest.

DESCRIPTORS: Career Exploration; Summer Youth Programs

PROGRAM TITLE:	Career Education Study Trips
NAME OF CONTACT:	Gayten Bernal
TITLE:	Community/Educational Relations Officer
COMPANY OR ORGANIZATION:	Bank of America #3762
ADDRESS:	P. O. Box 37000
COUNTY:	San Francisco
TELEPHONE:	(415) 622-1745

PROGRAM DESCRIPTION: The bank sponsors these trips to enable students to gain knowledge of the many aspects of the banking industry as a potential career path. Officers familiarize students with job environment, duties, salaries, training and career awareness.

DESCRIPTORS: Career Exploration

PROGRAM TITLE:	Guest Speakers at High Schools; Plant Tours
NAME OF CONTACT:	Samuel H. McClung
TITLE.	Director of Personnel
COMPANY OR ORGANIZATION:	Menasco Inc.
ADDRESS:	P. O. Box 7071 Burbank, CA 91510
COUNTY:	Los Angeles
TELEPHONE:	(213) 847-9220

PROGRAM DESCRIPTION: Menasco provides speakers from our personnel department and technical groups to meet with high school students in classroom settings. In addition, Menasco provides plant tours for high school students, particularly those enrolled in vocational machine shop, N/C programming, and math courses.

DESCRIPTORS: Career Exploration

PROGRAM TITLE: Employer School Council - Valley High School

NAME OF CONTACT: Beverly Doyle

TITLE: ESC Coordinator

COMPANY OR ORGANIZATION: Valley High School

ADDRESS: 1875 Lawrence Road
Santa Clara, CA 95051

COUNTY: Santa Clara

TELEPHONE: (408) 985-6250

PROGRAM DESCRIPTION: Representatives from business work with the school's Career Center coordinator in preparing students for the world of work. Valley High is a continuation school within the Santa Clara Unified School District.

Through the Employer Council, businesspeople serve as role models for the students; provide work experience; assist students in developing traits that will make them employable; help them with career planning; give them firsthand information on the job interview process; and hold sessions on techniques for staying employed and interpersonal relations.

In addition, businesspeople work closely with the school in selecting the Work Experience Student of the Year and in raising money for vocational scholarships. The close cooperation of the business community, educators, and the students makes this unique program a success. The program has been operating since 1976, and assists roughly 40 students each year. Costs to the business community are minimal.

DESCRIPTORS: Career Exploration; Employee Volunteer Programs

PROGRAM TITLE:	The World of Work
NAME OF CONTACT:	Earl E. Spencer
TITLE:	GE Manager, Western Regional Relations
COMPANY OR ORGANIZATION:	General Electric Company
ADDRESS:	P. O. Box 3736, San Francisco, CA 94119
COUNTY:	San Francisco
TELEPHONE:	(415) 546-4423

PROGRAM DESCRIPTION: The World of Work is a national career education program consisting of brochures, magazine ads and posters targeted to high-school age youth. It explores such issues as "Planning Your Career," "What's It Like to be an Engineer," "What's It Like to Work in Business," etc. The poster campaign focuses on translating skills developed through hobbies and interests into valuable work skills.

DESCRIPTORS: Career Exploration, Classroom Materials and Equipment

PROGRAM TITLE:	High School Career Center Support
NAME OF CONTACT:	Richard Kichline
TITLE:	Employee Relations
COMPANY OR ORGANIZATION:	Arrowhead Products
ADDRESS:	4411 Katella Ave. Los Alamitos, CA 90720
COUNTY:	Orange
TELEPHONE:	(714) 828-7770

PROGRAM DESCRIPTION: Arrowhead Products has volunteered assistance to the Los Alamitos High School Career Center in the following ways:

- o jobs for work experience students
- o jobs for high school graduates
- o student on-site career exploration
- o distribution of materials
- o demonstrations
- o audio-visual presentations

In addition, Arrowhead Vice President Richard Kichline serves as Chairman of the Vocational Education Advisory Committee.

DESCRIPTORS: Career Exploration; Classroom Materials and Equipmen; Employee Volunteer Programs

PROGRAM TITLE: Career Opportunity Information/ School Job Fairs

NAME OF CONTACT: Lyle Engeldinger

TITLE: Personnel Manager or Local CSAA office manager

COMPANY OR ORGANIZATION: California State Auto Association (CSAA)

ADDRESS: 150 Van Ness Avenue
San Francisco, CA 94101

COUNTY: San Francisco

TELEPHONE: (415) 565-2203 or local CSAA office

PROGRAM DESCRIPTION: CSAA provides career opportunity information through tours of its headquarters, which highlight functions and career opportunities in an insurance company/auto club. Requisite skills, compensation, benefits and educational requirements are discussed. The same information is also presented on school premises during formal job fairs.

DESCRIPTORS: Career Exploration; Employee Volunteer Programs

PROGRAM TITLE:	Speakers Bureau
NAME OF CONTACT:	Gerri Romero
TITLE:	Assistant Vice President - Public Affairs
COMPANY OR ORGANIZATION:	First Interstate Bank
ADDRESS:	405 Montgomery Street, San Francisco, CA 94104
COUNTY:	Statewide
TELEPHONE:	(415) 544-5124

PROGRAM DESCRIPTION: First Interstate Bank has more than 50 qualified speakers who are available to speak on banking and financial subjects to educational and community organizations. This program is available on a statewide basis.

In addition to presentations on credit, budgeting, small business and technological innovation, the bank has a career presentation designed particularly for high school audiences. "Banking Careers Unlimited" explores some of the many careers available in banking - from teller, loan officer and economist to computer specialist, lawyer and public relations expert. Also covered are basic guidelines on training and special skills required for these positions. Job application and interview procedures are also highlighted.

DESCRIPTORS: Career Exploration, Employee Volunteer Programs

PROGRAM TITLE: Work Now Project
Career Mentorship Program

NAME OF CONTACT: Linda Graham

TITLE: Executive Director

COMPANY OR ORGANIZATION: Directions

ADDRESS: 3004 16th St.
San Francisco, CA 94103

COUNTY: San Francisco

TELEPHONE: (415) 558-9363

PROGRAM DESCRIPTION: Directions is a non-profit organization which provides job counseling and referral, and career counseling and exploration, to high school students in San Francisco, particularly minority and working-class students. Directions provides students access to work experience, career role models, marketable skills, and counseling through its Work Now and Career Mentorship programs.

In its first full year of operation, the Work Now project:

- trained 652 students from ten high schools in job search techniques
- distributed 4,000 copies of its "How to Find Work: A Guide for High School Students in San Francisco," and
- provided in-service training for 63 teachers from five high schools to use Directions' job search materials and curriculum in their classrooms.

In its first full year of operation the Career Mentorship Program:

- placed 55 students from nine high schools in career informational interviews and/or guided tours with role models;
- placed 29 students in 40-90 hour internships; students assisted mentors in supervised work projects and received academic credit.

The business community supports Directions' program through financial contributions and representation on Directions' Board of Directors.

DESCRIPTORS: Career Exploration

PROGRAM TITLE: Tours and Presentations

NAME OF CONTACT: Sylvia Shelton

TITLE: Employment Manager

COMPANY OR ORGANIZATION: Grass Valley Group, Inc. (GVG)

ADDRESS: P. O. Box 1114
Grass Valley, CA 95945

COUNTY: Nevada

TELEPHONE: (916) 273-8421

PROGRAM DESCRIPTION: Tours of GVG are available for high school groups enrolled in technical classes. GVG employees are also available to make classroom presentations to elementary or high school students.

DESCRIPTORS: Career Exploration; Employee Volunteer Programs

PROGRAM TITLE: Career Exploration

NAME OF CONTACT: L. Jack Nall

TITLE: Development and Training Programs Manager

COMPANY OR ORGANIZATION: Applied Technology

ADDRESS: 645 Almanor Ave., P. O. Box 478,
Sunnyvale, CA 94086

COUNTY: Santa Clara

TELEPHONE: (408) 732-2910

PROGRAM DESCRIPTION: Applied Technology cooperates with Milpitas High School by allowing employees time to work with minority students in career exploration, providing plant tours, and by arranging discussions with employees about their jobs and the education and experience required to obtain them.

DESCRIPTORS: Career Exploration; Minority Student Programs; Employee Volunteer Programs

PROGRAM TITLE:	Banking Career Workshop
NAME OF CONTACT:	Mark G. Matson
TITLE:	Personnel Officer
COMPANY OR ORGANIZATION:	Wells Fargo Bank
ADDRESS:	475 Sansome Street San Francisco, CA
COUNTY:	San Francisco
TELEPHONE:	(415) 396-4146

PROGRAM DESCRIPTION: Wells Fargo Bank conducts a one-semester Banking Career Workshop in conjunction with high school Civics, Economics or Social Studies classes. The course includes the following activities:

- presentations by bank employees who describe various facets of banking such as Commercial, International, Public Relations, Personnel, Planning, Purchasing, Controllers, Auditing, History, Consumer Affairs and Corporate Responsibility;
- career planning classes which feature skills assessment, resume writing, mock interviews and a dress workshop;
- on-site tours of Wells Fargo headquarters and operating departments; and
- work experience during the final six weeks of the semester for all students with a C average or better. The students work at the bank for two days each week and are paid for their work.

DESCRIPTORS: Career Exploration; Work Experience; Business and Economic Education

PROGRAM TITLE:	Advanced Career Training (ACT)
NAME OF CONTACT:	J. J. Arnold
TITLE:	Manager, Community Interface Program
COMPANY OR ORGANIZATION:	Rockwell International Corporation
ADDRESS:	12214 Lakewood Boulevard Downey, CA 90241
COUNTY:	Los Angeles
TELEPHONE:	(213) 922-4913

PROGRAM DESCRIPTION: ACT classes in technical disciplines and support functions are held each Tuesday and Thursday during the school year at Rockwell facilities. Students are bused to various buildings in the plant area, where they are supervised and instructed in actual work situations. These courses are close simulations of the real work environment and are conducted by volunteers who are professional employees experienced in their fields.

Access to industrial state-of-the-art equipment, processes, and management techniques - normally not available in high schools - provides additional opportunity for productive training. By working with professionals, students are frequently motivated to raise their career goals and make a longer term commitment to higher education. Current Rockwell facilities sponsoring the ACT program are Space Transportation & Systems Group (ST&SG), Downey and Palmdale; B-1 Facility, El Segundo; and Defense Electrics, Anaheim.

Since the beginning of the ACT program in 1979, nearly 5,000 high school students have completed work experience and career insight courses at ST&SG alone.

DESCRIPTORS: Career Exploration

PROGRAM TITLE:	Career Development Center
NAME OF CONTACT:	Dr. Donald Gerth
TITLE:	President
COMPANY OR ORGANIZATION:	California State University- Dominguez Hills
ADDRESS:	Carson, CA 90747
COUNTY:	Los Angeles
TELEPHONE:	(213) 516-3870

PROGRAM DESCRIPTION: A grant from TRW has helped California State University at Dominguez Hills to institute a unique Career Development Center which is serving the heavily populated Hispanic community of Wilmington.

The center is focusing its efforts toward secondary school students, parents of elementary and junior high school students, and other adults. Career awareness is promoted among parents and students through open houses, internship projects, seminars, and special career assessments using an instructional computer network.

An important facet of the program is communicating with young children and their parents, many of whom do not speak English. Seminars help to describe vocational and career opportunities and the importance of education at an early age.

TRW personnel have worked with university officials in forming the program, and future TRW involvement will include Space Park tours and career awareness presentations.

DESCRIPTORS: Career Exploration; Minority Student Programs

PROGRAM TITLE: Career Awareness Day

NAME OF CONTACT: Jo Lorene LePire

TITLE: Soroptimist Coordinator Career Day

COMPANY OR ORGANIZATION: Soroptimist International of Lakeside

ADDRESS: P. O. Box 522, Lakeside, CA 92040

COUNTY: San Diego

TELEPHONE: (619) 443-1081

PROGRAM DESCRIPTION: The Career Awareness Seminar is the culmination of a career selection unit done with the junior class during which students have the opportunity to review a large variety of careers. On Career Awareness Day the students are grouped according to their interest in a career field and meet with business men and women who are involved in each career area.

DESCRIPTORS: Career Exploration; Business Association Programs and Community Partnerships

PROGRAM TITLE: Alpha "World of Work"

NAME OF CONTACT: D. K. Goodkin

TITLE: Senior Personnel Administrator

COMPANY OR ORGANIZATION: Alpha Therapeutic Corporation

ADDRESS: 5555 Valley Boulevard
Los Angeles, CA 90032

COUNTY: Los Angeles

TELEPHONE: (213) 225-2221

PROGRAM DESCRIPTION: The object of the program is to provide students with motivating experiences which show a concrete relationship between work that people perform in industry and the kind of preparation necessary to obtain such work. The program accommodates four students at a time, with a two-day work schedule focusing on three interest areas: Data Processing, Quality Control Lab, and Research and Development. The first four-hour segment is devoted to a general tour and orientation to Alpha facilities and products, culminating in a luncheon meeting at which the students' interests and preferences are solicited. Upon conclusion of the meeting, students accompany their guides for in-depth exposure to the areas in which greatest interest has been indicated. The guides ensure that the students have opportunity to interact with staff for the purpose of discovering their particular background and preparation for the jobs they perform.

The program has been presented twice to selected students from Garvey Intermediate School. Students were selected on the basis of high aptitudes in the three interest areas. Costs are nominal and completely covered by the company.

DESCRIPTORS: Career Exploration; Math, Science and Energy Programs

PROGRAM TITLE:	Career Day Program
NAME OF CONTACT:	Betty Wolters
TITLE:	Supervisor - Salary Administration & Training
COMPANY OR ORGANIZATION:	U.S. Steel Corporation - Pittsburg Plant
ADDRESS:	P. O. Box 471 - Loveridge Road Pittsburg, CA 94565
COUNTY:	Contra Costa
TELEPHONE:	(415) 439-6189

PROGRAM DESCRIPTION: Career Day is held at various high schools and junior colleges throughout Contra Costa County. Employees from the Pittsburg Plant are made available to any of the educational institutions who request that U.S. Steel Corp. be represented.

A booth is set up and U.S. Steel employees provide pertinent literature and are prepared to discuss employment opportunities with the students as well as answer questions.

DESCRIPTORS: Career Exploration

PROGRAM TITLE:	Community Classroom
NAME OF CONTACT:	Betty Wolters
TITLE:	Supervisor - Salary Administration & Training
COMPANY OR ORGANIZATION:	U.S. Steel Corporation - Pittsburg
ADDRESS:	P. O. Box 471 - Loveridge Road Pittsburg, CA 94565
COUNTY:	Contra Costa
TELEPHONE:	(415) 439-6189

PROGRAM DESCRIPTION: Approximately 400 Pittsburg Jr. High students were invited to U.S. Steel - Pittsburg Plant in order to have the opportunity to observe and talk with U.S. Steel employees on the job. The U.S. Steel employees were prepared to discuss the necessary requirements for their own positions - both job and educational skills. The employees were role models for the students and were selected on the basis of their ability to relate to the students, i.e., females, ethnic background, etc. The program provided a tool in helping the students to prepare for their future jobs and make a decision as to what that job would be.

This was a very successful and rewarding program for both the students and employees.

DESCRIPTORS: Career Exploration

PROGRAM TITLE:	Career Exposure
NAME OF CONTACT:	Dr. Riley Johnson
TITLE:	Coordinator, Career Exposure Task Force
COMPANY OR ORGANIZATION:	Los Angeles Unified School District
ADDRESS:	401 South Bixel St. Los Angeles, CA 90017
COUNTY:	Los Angeles
TELEPHONE:	(213) 625-5559

PROGRAM DESCRIPTION: Career Expo is cosponsored each spring and fall by the Los Angeles Area Chamber of Commerce, the Los Angeles Unified School District, the Los Angeles Catholic Archdiocese High Schools, and participating companies.

Its purpose is to provide local high school students with an exposure to career opportunities and a greater understanding of the preparation required for careers in business, industry, the professions, education and government.

Groups ranging in size from eight to 60 students visit individual company worksites, where they are given an overview of employment opportunities, information packets, company tours, and on-site exposure to various jobs. Students are generally given the opportunity to speak with employees and question them about specific job responsibilities. Student groups are formed around particular career fields and areas of interest, so the experience becomes a valuable means of comparing their ideas about a particular career to reality.

Company participation is arranged through the Los Angeles Area Chamber of Commerce. At present, several hundred companies are participating in the program. Besides donating time and information materials, each company is asked to make a contribution to help defray program costs. Business and industry participants include Coast Federal Savings, Menasco, Inc., Coca Cola Bottling Company, California Federal Savings, Bank of America, Aratex Services., Inc., Ernst & Whinney, Albert C. Martin & Associates, American Airlines, Bechtel Corporation, Chevron USA, Northrop, General Telephone, First Interstate Bank and many, many more.

DESCRIPTORS: Career Exploration, Business Association Programs and Community Partnerships

PROGRAM TITLE: High School Involvement Program (HIP)

NAME OF CONTACT: Linda Gohata

TITLE: Community Programs Coordinator

COMPANY OR ORGANIZATION: Northrop Corporation, Aircraft Division

ADDRESS: One Northrop Avenue
Hawthorne, CA 90250

COUNTY: Los Angeles

TELEPHONE: (213) 970-6721

PROGRAM DESCRIPTION: HIP is a planned training program that provides high school seniors with on-the-job training in specific career areas. Established in 1971, HIP gives students an opportunity to earn credits toward their high school diplomas while developing employable skills and experience in a vocational career. Over 200 seniors from 18 high schools (six school districts) participate in the program during their last semester in high school. Students work side-by-side with Northrop professionals for 16 weeks, two hours a day, in over 60 occupational fields.

HIP operates in the Centinela Valley, Compton, El Segundo, Inglewood, Los Angeles, and Palos Verdes Unified school districts. The program is funded solely by Northrop. Annual operating costs include student and employee recognition expenses which vary from year to year.

DESCRIPTORS: Career Exploration

PROGRAM TITLE:	Business Day
NAME OF CONTACT:	J. A. Smith
TITLE:	Director, Administration
COMPANY OR ORGANIZATION:	Kerr-McGee Chemical Corporation
ADDRESS:	P. O. Box 367, Trona, CA 93562
COUNTY:	San Bernardino
TELEPHONE:	(619) 372-4311

PROGRAM DESCRIPTION: The local high school sponsors an annual Business Day for the students who are taking business courses. Kerr-Magee and other businesses in the community participate.

Approximately 10 - 12 students are assigned to work with the company for a day in a variety of clerical functions. The experience gives students a better understanding of what it is like to work in industry.

DESCRIPTORS: Career Exploration; Employee Volunteer Programs

PROGRAM TITLE: Career Day

NAME OF CONTACT: J. A. Smith

TITLE: Director, Administration

COMPANY OR ORGANIZATION: Kerr-McGee Chemical Corporation

ADDRESS: P. O. Box 367, Trona, CA 93562

COUNTY: San Bernardino

TELEPHONE: (619) 372-4311

PROGRAM DESCRIPTION: The company participates in the local high school's annual Career Day program by sending a representative to explain the various types of jobs and work that are performed in our plant operations. This includes discussion of skills and educational requirements which are needed for various jobs, ranging from operators and craftsmen to engineers.

DESCRIPTORS: Career Exploration

PROGRAM TITLE:	Sunnyvale Chamber of Commerce Career Exploration Day
NAME OF CONTACT:	Ed Millson
TITLE:	Executive Director
COMPANY OR ORGANIZATION:	Sunnyvale Chamber of Commerce
ADDRESS:	499 So Murphy Ave. Sunnyvale, CA 94086
COUNTY:	Santa Clara
TELEPHONE:	(408) 736-4971

PROGRAM DESCRIPTION: Fremont High School in Sunnyvale conducts a career exploration survey to determine the first and second career field interests for selected junior and senior students. The Sunnyvale Chamber of Commerce then matches student interests to appropriate business firms and governmental agencies. The chamber arranges for the student to visit the business firm on Career Exploration Day.

On the designated day, the business will pick up the student at school, give him or her an operational overview, and then allow the student to spend about one-half day with the person working in his or her field of interest, in order to observe and question various job responsibilities. In this way, the student gets firsthand information about the field he or she is pursuing.

The program is presently in its second year of operation. The cost to a business firm includes the time of a few people and the student's lunch. The program is geared to assist a high school district where career counseling has been cut due to decreases in funding. About 60 students participate annually.

DESCRIPTORS: Career Exploration; Business Association Programs and Community Partnerships

PROGRAM TITLE: Career Exploration Activities

CONTACTS:

Sharon T. Baker
Assistant Staff Manager
Pacific Bell
525 B Street, Rm. 1920
San Diego, CA
(619) 237-3420

Arlene Steinert
Assistant Staff Manager
Pacific Bell
500 S. Main, Rm. 1261
Orange, CA
(714) 972-5654

J. L. Richey
Employment Manager-Human Resources
Pacific Bell
18618 Shermay Way
Reseda, CA
(213) 885-4445

Norm Hartman
District Staff Manager
Pacific Bell
2700 Watt Ave., Rm. 2343
Sacramento, CA
(916) 484-2242

Ken Mercer
Staff Manager
Pacific Bell
One Anabel Lane
San Ramon, CA
(415) 820-4460

PROGRAM DESCRIPTION: Pacific Bell is active in a wide variety of career exploration programs throughout the state. Below are brief descriptions of some of them.

My Job Speakers Program: Available to elementary, junior high and senior high school students, this program includes an overview of the competitive job market, employment procedures and a discussion of ways students might improve their job qualifications. The program is presented by non-management employees of Pacific Bell. Contact: Ken Mercer.

Career Exploration: In this program, students who are seniors in high school learn about the world of work by visiting various departments at Pacific Bell for a period of between six weeks and one school semester. Each department conducts career exploration activities as well as some hands-on activities. The program allows students to relate their work experience with their school courses and skills and gives them some idea of how they will need to enhance those skills for particular positions. Contact: Norm Hartman.

PROGRAM TITLE: Career Exploration Activities

A World of Women in Engineering: This program provides women students at the junior high and senior high school levels an opportunity to explore careers in engineering. Women engineers from Pacific Bell make classroom presentations and serve as role models in the program. Teaching materials and a film are also distributed as part of this program. Contact: Norm Hartman.

My Craft Job Lectures: The purpose of this program is to educate students about the types of jobs performed within Pacific Bell, the qualifications needed and the skills which the students must have to enter and succeed in the working world. Employees are permitted time off the job to make presentations to kindergarten through grade 12 classes. Roughly 25 presentations were made last year, reaching some 600 students. Contact: Sharon T. Baker.

Career Counseling: This program is designed to inform 12th graders of opportunities in the telecommunications industry. Pacific Bell's employment opportunities and processes are also reviewed. Contact: J. L. Richey.

Job Experience Day: Sponsored by Pacific Bell and the Saddleback Chamber of Commerce, the purpose of Job Experience Day is to expose students to the world of work and to foster an understanding of the skills and attitudes which contribute to successful employment experiences. Pacific Bell conducts tours of company facilities for students from three high schools. Contact: Arlene Steinert.

DESCRIPTORS: Career Exploration; Employee Volunteer Programs

PROGRAM TITLE:	Exhibits and Field Trips
NAME OF CONTACT:	R. K. Gordon
TITLE:	Manager, Public Affairs - Planning and Research
COMPANY OR ORGANIZATION:	Standard Oil Company of California
ADDRESS:	225 Bush St. San Francisco, CA 94104
COUNTY:	San Francisco
TELEPHONE:	(415) 894-6746

In order to help develop a greater awareness and understanding of the purpose and function of the company's operating facilities, Chevron arranges plant tours for interested high school groups. The professional engineers, scientists and technicians who lead these tours provide students with firsthand knowledge of our refineries and research labs.

For primary and secondary schools in North California, a petroleum exhibit entitled "A World of Oil" is housed at the company's headquarters at 555 Market Street in San Francisco. This museum tells the story of petroleum - how it is found, produced and finally transformed into the thousands of products used every day. Guided tours can be arranged upon request.

DESCRIPTORS: Career Exploration

BUSINESS AND ECONOMIC EDUCATION

Are students being adequately prepared to enter the world of work? Do they understand basic economics, the way business operates, and the skills requirements of various industries? A decade ago, many businesspeople may have answered "no" to these questions.

Today, however, firms throughout the state are playing an active role in shaping and overseeing business and economic education, particularly for junior high and high school students. Through various associations, nonprofit groups, and in-house programs, California's business community is working to bring business and economic education into the mainstream of school programs.

Efforts range from development and distribution of texts for classroom use to volunteering executives' time for in-class presentations. In addition, business groups are now taking a hand in teacher training, curriculum review, and course preparation in economic issues.

Some of the most popularly-received programs place students in the middle of real business case studies in which thorny legal, economic and ethical issues are examined. Role-playing, "shadowing" experiences, and activities that involve running mock companies further develop students' awareness of the complexities and demands of the business world.

Private sector involvement in economic education not only helps prepare students for real life business situations, but acquaints them with the opportunities and obstacles they'll face in California's emerging technologically-oriented economy.

PROGRAM TITLE:	The Bank-Ed School Series
NAME OF CONTACT:	Patricia H. Swaner
TITLE:	Director of Consumer Affairs
COMPANY OR ORGANIZATION:	Crocker National Bank
ADDRESS:	595 Market St., Suite 2800 San Francisco, CA 94105
COUNTY:	San Francisco
TELEPHONE:	(415) 477-8184

PROGRAM DESCRIPTION: The Bank-Ed School Series of economic educational materials helps teachers provide a basic economic education for children in elementary, intermediate and secondary classrooms.

Bank-Ed I, designed for 5th and 6th grade students, emphasizes concepts and skills such as how money is used as a medium of exchange for goods and services; how earning money involves work and spending it involves choices; and how to open a checking account, write checks and keep records.

Bank-Ed II, for junior high school students, includes activities to teach math and life skills associated with earning money.

Bank-Ed III, for high school students, discusses basic consumer economics and provides students with role-playing opportunities.

Crocker Bank, which underwrites the series, has made the program available to all California public school districts.

DESCRIPTORS: Business and Economic Education; Math, Science and Energy Programs; Classroom Materials and Equipment

PROGRAM TITLE:	Contributions
NAME OF CONTACT:	Margaret Norman
TITLE:	Community & Customer Relations
COMPANY OR ORGANIZATION:	Rocketdyne
ADDRESS:	6633 Canoga Avenue Canoga Park, CA
COUNTY:	Los Angeles
TELEPHONE:	(213) 710-2771

PROGRAM DESCRIPTION: Rocketdyne helps support academic institutions and associated educational forums which assist the general community, further interest in rocketry and business, or encourage teaching the skills needed at Rocketdyne.

Contributions made this year went to California State University-Northridge; Thousand Oaks High School (Scholarship); National Rocketry Association; Jr. Achievement; YMCA SE Ventura County; Pacoima Skills Center.

DESCRIPTORS: Business and Economic Programs; Business Association Programs and Community Development; Educational Nonprofits; Scholarship and Recognition Programs

PROGRAM TITLE: Outstanding Business Students Awards

NAME OF CONTACT: Nancy McIntyre

TITLE: Community Affairs Officer

COMPANY OR ORGANIZATION: Security Pacific National Bank

ADDRESS: 333 South Hope Street
Los Angeles, CA 90051

COUNTY: Los Angeles

TELEPHONE: (213) 613-5114

PROGRAM DESCRIPTION: For the past five years, the bank and Security Pacific Foundation have sponsored the statewide California Business Education Association Outstanding Business Students Awards for students who have demonstrated excellence in scholarship and achievement in business education.

DESCRIPTORS: Business and Economic Education; Scholarship and Recognition Programs

PROGRAM TITLE: Charitable Contributions

NAME OF CONTACT: Ted McLin

TITLE: Secretary, Contributions Committee

COMPANY OR ORGANIZATION: The Signal Companies Chartiable Foundation

ADDRESS: 11255 North Torrey Pines Road
La Jolla, CA 92037

COUNTY: San Diego

TELEPHONE: (714) 457-3555

PROGRAM DESCRIPTION: Through its corporation and Foundation programs, the Signal Companies participates in the sponsorship of a number of programs benefiting local education at the K-12 level. Subsidiary companies also directly support these activities which include:

- Junior Achievement Programs
- Economic Literacy Council of California
- Foundation for Teaching Economis
- Industry Education Council of California
- Econ-Ed Foundation
- World Research, Inc. (Campus Studies Institute)

Most of these programs have received support from the Signal Companies for a number of years.

DESCRIPTORS: Business and Economic Education; Employee Volunteer Programs

PROGRAM TITLE:	Business in the Classroom/Lawyer in the Classroom/Mock Trial Competition
NAME OF CONTACT:	Martha Valentine
TITLE:	Director
COMPANY OR ORGANIZATION:	Constitutional Rights Foundation (CRF)
ADDRESS:	1510 Cotner Ave. Los Angeles, CA 90025
COUNTY:	Los Angeles
TELEPHONE:	(213) 473-5091

PROGRAM DESCRIPTION: The Constitutional Rights Foundation is a private, nonprofit organization founded in 1963, which creates law, business and citizenship education programs for use in the schools. CRF's basic goals are to help young people: acquire knowledge about criminal, civil and constitutional law; understand the structure of our legal and governmental system; identify and apply fundamental American values to public and personal relationships; improve personal attitudes toward law enforcement officers and justice administrators; accept their responsibilities and understand their own rights as significant members of our society; and embrace law as a basic tool for the peaceful resolution of conflict and the maintenance of a just and equitable society.

CRF sponsors several innovative programs to accomplish these goals, which supplement or work as alternatives to traditional education courses. The programs are supported by major law firms, corporations, private foundations, and individuals through financial contributions and volunteer support. Described here are three of CRF's programs: Business in the Classroom; Lawyers in the Classroom; and Mock Trial Competition. For further information on these and other CRF activities, contact Martha Valentine, CRF Director, at the number above.

Business in the Classroom (BIC): This program seeks to increase students' understanding of the complexity of business decision-making in a democratic, market-oriented economic system. Through BIC, conflicting legal, economic and ethical issues which govern business decision-making are brought into sharp focus for students through use of actual business case

PROGRAM TITLE: Business in the Classroom (continued)

studies. Issues such as advertising practices, employment policies, franchise competition and credit are explored in-depth. Open-ended discussion and activities that place students in the role of decision-maker are supplemented with volunteers from the business community who join classroom activities as resource experts.

The BIC program has been used in social studies, English, law, science and business classrooms, in both junior and senior high schools in the Los Angeles area. Since its inception, more than 150,000 students have participated in the BIC program.

BIC provides teachers with background materials, discussion questions, and training to help carry out the course.

Lawyer in the Classroom (LIC)/Mock Trial Competition: More than 800 attorneys in the Los Angeles area have volunteered their time and expertise to individual classrooms participating in this program. These experts bring law directly into the students' lives and help stimulate them to take a more realistic look at the democratic ideals-and limitations-of today's government. Through LIC, attorneys visit classrooms and utilize law lesson plans developed by volunteer attorneys and CRF staff, including simulation games, moot courts and hypothetical cases. In a further effort to demystify the actual workings of our legal institutions, the program also utilizes out-of-the-classroom activities.

One of these activities is an extensive Mock Trial Competition. Teams of students study a hypothetical criminal case and participate as attorneys, witnesses, court clerks and bailiffs in a role-play, presenting their cases in courtrooms at the Los Angeles County Courthouse. Judges from L.A. County volunteer to hear the cases, while other judges and attorneys score the participants' presentation and effectiveness. Roughly 30 junior and senior high schools from the county participate in the Mock Trial Competition each year. The program has served more than 15,000 youth in the Los Angeles area.

DESCRIPTORS: Business and Economic Education

PROGRAM TITLE: Enterprise College

NAME OF CONTACT: Ken Brown

TITLE: Coordinator - External Communications

COMPANY OR ORGANIZATION: Contel Service Corporation

ADDRESS: P. O. Box 5246

COUNTY: Kern

TELEPHONE: (805) 393-4101

PROGRAM DESCRIPTION: Begun in the summer of 1977, Enterprise College is a week-long seminar designed to teach the free enterprise system to high school students. The program is sponsored by the Greater Bakersfield Chamber of Commerce, the Kern High School District, and California State College, Bakersfield. It is open to high school students in their junior year, who pay a tuition fee of $35 to attend the program. The local business community contributes a significant amount of financial support, as well as volunteer support, to Enterprise College.

The theme of the program is how individuals and companies compete in the market and make money in a free enterprise system. Lectures, role-playing, discussions with business leaders, and films are included in the activities.

Contel has provided student scholarships for Enterprise College, financial support for the ongoing program, and volunteer support on the year-round Steering Committee which plans and carries out the program.

DESCRIPTORS: Business and Economic Education; Employee Volunteer Programs

PROGRAM TITLE: Circulating Film Library

NAME OF CONTACT: Edward Rankin

TITLE: Executive Director

COMPANY OR ORGANIZATION: Americanism Educational League

ADDRESS: P. O. Box 5986, Buena Park, CA 90622

COUNTY: Orange

TELEPHONE: (714) 828-5040

PROGRAM DESCRIPTION: The Americanism Educational League loans films to schools free of charge, on various educational subjects, such as the economic free enterprise system, American heritage, etc. Of particular note is the film series currently circulating by famous economist Dr. Milton Friedman, entitled "Free to Choose," which has enjoyed wide exposure and popularity through this program.

DESCRIPTORS: Business and Economic Education

PROGRAM TITLE:	Invest-In-America
NAME OF CONTACT:	Joni Kloss
TITLE:	Assistant Staff Manager - External Affairs
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	1010 Wilshire Boulevard Los Angeles, CA 90017
COUNTY:	Los Angeles
TELEPHONE:	(213) 975-5359

PROGRAM DESCRIPTION: Invest-In-America is an educational, non-profit organization comprised of a cross-section of business, civic, and education leaders. Its charter is to advance economic and private enterprise understanding. Some of the efforts put forth by this council include teacher seminars and workshops, student economic and career awareness conferences, and a wide distribution of multimedia materials to schools.

Pacific Bell participates in an event this council has coordinated annually since 1981 called the "Money in Motion" Economic Education Summer Workshop for Los Angeles Unified School District teachers. Sixty teachers and administrators (elementary and secondary levels) attend the 4 half day workshop sessions at the Los Angeles Area Chamber of Commerce, which also helps to sponsor the event. The program includes film presentations and speaker presentations addressing various aspects of the free enterprise system.

Other events this council has coordinated include area speech competition finals for Junior Achievement, the Business Economic Education Honors Selection Conference and the "Future Unlimited" awards presentation to the top five Invest-In-America speech finalists.

Gerald D. Foster, Vice President - Pacific Bell, serves as the 1983 Chairman of this council.

DESCRIPTORS: Business and Economic Education

PROGRAM TITLE: Invest in America Northern California Council, Inc.

NAME OF CONTACT: Richard R. Pohli

TITLE: Executive Director

COMPANY OR ORGANIZATION: Invest in America Northern California Council, Inc.

ADDRESS: 210 Post St., Suite 609
San Francisco, CA 94108

COUNTY: San Francisco

TELEPHONE: (415) 781-3282

PROGRAM DESCRIPTION: Invest-in-America Northern California Council, Inc., is an independent, nonprofit tax-exempt organization which sponsors economic education programs to complement established school curricula. The council is in no way affiliated with any other local, state or national organization of similar name (up until 1973, the council was an affiliate of the Invest-in-America National Council, Inc.).

The council's programs are directed toward junior and senior high school students throughout northern California, with major emphasis on serving high school students in the Bay Area. Programs include essay, journalism and speech competitions on economic themes; student press conferences with foremost American business leaders; and teacher education provided through Consumer Economics Forums. In addition, more than 300 prizes consisting of stock, savings account deposits, and cash are awarded annually. More than 200 schools are involved in these programs during the academic year.

Programs are administered by a small staff, working with volunteers from the business community, teachers, and school administrators. Funding is provided by direct, voluntary contributions from roughly 350 business firms. Board members include leaders of Kaiser Aluminum & Chemical Corporation, Crocker National Bank, Crown Zellerbach, Southern Pacific, Standard Oil of California, Fireman's Fund Insurance Companies, Pacific Bell, Levi Strauss, The Clorox Company; Pacific Lumber Company, R.J. Reynolds, Potlatch, Norcal Mutual Insurance, PG&E, Ellen Newman & Associates, Wells Fargo Bank, Rayner Associates and the Bank of California.

DESCRIPTORS: Business and Economic Education; Scholarship and Recognition Programs; Educational Nonprofits

PROGRAM TITLE:	Foundation for Research in Economics and Education (FREE) Pacific Academy for Advanced Studies (PAAS)
NAME OF CONTACT:	Dean Baim
TITLE:	Director
COMPANY OR ORGANIZATION:	Same
ADDRESS:	1100 Glendon Ave., Suite 1625 Los Angeles, Ca 90024
COUNTY:	Los Angeles
TELEPHONE:	(213)208-7735

PROGRAM DESCRIPTION: FREE's purpose, to foster economics understanding, is achieved via the support of policy-relevant economic research and the development of economics education materials.

PAAS was established to train teachers in economics.

FREE's principal project has been the creation of a seven-part film series designed to teach pre-college students the fundamental principals governing our economic system. Called "The People on Market Street," the series stresses humor in its treatment of scarcity, cost, demand, supply, price, wage and production, and property rights and pollution.

PAAS has created comprehensive written guides to accompany the films, for both students and teachers.

A number of businesses in the Los Angeles area support the work of FREE and PAAS, primarily through financial contributions. Major contributors include Getty Oil Company, Atlantic Richfield, Bank of America Foundation, Pacific Bell, IBM, and Intel.

DESCRIPTORS: Business and Economic Education

PROGRAM TITLE:	The Stock Market Game
NAME OF CONTACT:	Earl E. Alexander, Jr.
TITLE:	Chairman
COMPANY OR ORGANIZATION:	Securities Industry Foundation for Economic Education (SIF)
ADDRESS:	601 California St., Suite 1808 San Francisco, CA 94108 701 Wilshire Blvd. Los Angeles, CA 90017
COUNTY:	San Francisco; Los Angeles
TELEPHONE:	(415)433-4520 (San Francisco) (213)624-6111 (Los Angeles)

PROGRAM DESCRIPTION: The primary objective of the SIF is to motivate students to learn about financial markets. This is accomplished through a simulated stock market game, in which a computer is programmed to act as a stock broker who processes buy and sell orders for New York Stock Exchange listed common stocks for teams of high school students. For a ten-week period, student teams try to outperform the market. They may buy, sell, borrow on margin, and even sell short. Their daily transactions are mailed to the Center for Economic Education at Cal State University, Hayward, the location of the computer facility.

High school teachers participate as faculty advisors only. The game has been used in classes in business, economics, social studies, and consumer economics. The top performing teams are invited to an awards luncheon with local business and/or securities firms.

While the Securities Industry Association has been the primary sponsor of the program, the foundation is now turning to business firms to sponsor teams of students, at $25 each.

DESCRIPTORS: Business and Economic Education; Business Association Programs and Community Partnerships; Computer Projects

PROGRAM TITLE:	Foundation for Teaching Economics
NAME OF CONTACT:	Ronald A. Banaszak, Ph.D.
TITLE:	Vice President, Educational Programs
COMPANY OR ORGANIZATION:	Foundation for Teaching Economics
ADDRESS:	555 California St., Suite 4600 San Francisco, CA 94104
COUNTY:	San Francisco
TELEPHONE:	(415) 981-5671

PROGRAM DESCRIPTION: The purpose of the Foundation for Teaching Economics is to foster understanding of our American economic system and of the importance of the individual within that system. Through education, the FTE seeks to prepare young people to become economically literate voters, wise consumers and productive citizens of our society. Since its establishment in 1975, the FTE has focused its efforts on sponsoring the creation and dissemination of educational materials for pre-college students and their teachers. These include textbooks with teacher's guides, a filmstrip series, a curriculum guide and a microcomputer software module.

Our Economy: How It Works, an eighth grade reading level textbook which teaches the essentials of our economic system through case studies describing how everyday products are made, has been purchased and/or adopted in 136 school districts in 36 states. Many districts in California, including San Diego, San Francisco, San Jose and Los Angeles, are using this text.

In addition to developing instructional materials, the Foundation actively encourages schools to include economics in their curricula. FTE's Sponsored Textbook Program has successfully matched school districts that wanted to add economics to their curricula but lacked the necessary funds with corporate donors willing to assist in funding the purchase of textbooks and teacher training. Within California, corporate sponsors have included Wells Fargo, Pacific Bell, SoCal, Lockheed, Atari, Convergent Technologies, Ely Chevrolet, Measurex, Southern Pacific, C&H Sugars, and the American Potato Division of Basic American Foods.

DESCRIPTORS: Business and Economic Education; Classroom Materials and Equipment

PROGRAM TITLE:	Together: Industry/Education (TIE) (Industrial League of Orange County)
NAME OF CONTACT:	Beverly Ritch
TITLE:	Executive Director
COMPANY OR ORGANIZATION:	Same
ADDRESS:	P. O. Box 16062 Irvine, CA 92713
COUNTY:	Orange
TELEPHONE:	(714)476-2242

PROGRAM DESCRITPTION: The Industrial League of Orange County initiated TIE (formerly the Irvine Enterprise in Education) to improve high school students' and teachers' understanding of the American economic system and the economic roles played by local business firms.

TIE's basic objective is to bring youth into direct contact with business experiences, while closely tying those experiences to ongoing classroom education. Coordinated curriculum planning between TIE staff and school officials result in guest speaker presentations, on-site visits to local firms, on-site career exploration and "shadowing" experiences, internships, and individual student projects. In addition, TIE sponsors a summer training course for teachers interested in setting up curriculum plans in economic education.

Some 100 firms currently participate in the TIE program, which is supported primarily by the Industrial League. Companies play a direct role in the carrying out program objectives, by sponsoring speakers, organizing visits, etc. Major supporters in the area include Fluor Corporation, Irvine Company, Ford Aerospace, Pacific Mutual, Allergan Pharmaceutical, American Hospital Supply, Smith Tool, Lear Sigler, and the Container Corporation of America.

DESCRIPTORS: Business and Economic Education; Employee Volunteer Programs; Business Association Programs and Community Partnerships

PROGRAM TITLE:	High School Financial Officers Training Program
NAME OF CONTACT:	Shirley Norton
TITLE:	Assistant Vice President
COMPANY OR ORGANIZATION:	BankAmerica Corporation
ADDRESS:	555 California St. San Francisco, CA
COUNTY:	San Francisco
TELEPHONE:	(415)622-4314

PROGRAM DESCRIPTION: This program focuses on high school students who have been elected to financial offices in their schools. A two-hour seminar for such students is conducted by bank officers at selected, centrally-located bank facilities, with specially-designed training material on budgeting, planning, and other financial topics.

DESCRIPTORS: Business and Economic Education

PROGRAM TITLE:	Speakers' Bureau
NAME OF CONTACT:	Rita Hicks
TITLE:	Speakers' Bureau Secretary, Public Relations
COMPANY OR ORGANIZATION:	Bechtel Power Corporation
ADDRESSS:	P. O. Box 3965 San Francisco, CA 94119
COUNTY:	San Francisco
TELEPHONE:	(415)768-6078

PROGRAM DESCRIPTION: The Speakers' Bureau responds to many requests for speakers and presentations from groups throughout the Bay Area, including high school classes. In 1983, two Bechtel representatives made presentations to local high school students on nuclear energy issues. These presentations allow students to question and learn about energy development, and to gain some insight into other operations and programs carried out by Bechtel.

DESCRIPTORS: Business and Economic Education

PROGRAM TITLE:	Youth in Business Day (Career Exploration)
NAME OF CONTACT:	Marc Rogers
TITLE:	Chairman, Youth in Business Day
COMPANY OR ORGANIZATION:	San Francisco Junior Chamber of Commerce
ADDRESS:	251 Kearny St. San Francisco, CA 94108
COUNTY:	San Francisco
TELEPHONE:	(415)398-0444

PROGRAM DESCRIPTION: Youth in Business Day is designed to help prepare students for business careers through first-hand involvement in a business environment. Students from public and private high schools compete for the opportunity to spend a day with key managers from a variety of San Francisco firms, including Chevron U.S.A., Crown Zellerbach, Del Monte Corporation, Bechtel Power Corporation and many others.

In addition to this day in the business world, the Junior Chamber of Commerce offers several part-time internships to students, on the basis of essays written about their business experiences.

Business firms help make this program possible by sponsoring students at $50 each.

DESCRIPTORS: Business and Economic Education

PROGRAM TITLE:	Energy Source Education Council
NAME OF CONTACT:	Sandra J. Burton
TITLE:	Regional Director, Southern California
COMPANY OR ORGANIZATION:	Energy Source Education Council
ADDRESS:	Caller #7003, Downey, CA 90241
COUNTY:	Los Angeles
TELEPHONE:	(213) 803-7722

PROGRAM DESCRIPTION: The Energy Source Education Council is a non-profit, tax-exempt organization formed by a coalition of major corporations to create and introduce a comprehensive energy curriculum in kindergarten through grade 12 classrooms throughout Southern California.

Industry sponsored design and production of the educational program, which focuses on energy with an emphasis on science and economics. All units were tested in classrooms and evaluated by educators prior to release, in order to assure objectivity and usefulness. The program's content is carefully sequenced, with four curriculum units for elementary grades, two for junior high, and one for senior high school students. From learning about basic facts and concepts, students move into advanced study of complex social, political, and economic issues related to energy.

The council works closely with school personnel to distribute the units. Teachers are required to attend training workshops before receiving the program; these workshops are run by trained corporate volunteers and loaned professionals.

The council's 1983-84 goal is to reach 258,000 students in Southern California. Significant in-kind corporate contributions help make this possible. Business has also been generous in supplying employee volunteers to help carry out the program. Major corporate sponsors include Atlantic Richfield Company, Bechtel Power Company, Fluor Corporation and SoCal. Other contributors to the council include Cooper and Lybrand, Hood Pipeline Company, J.M. Covington Corporation, MACCO Constructors, Inc., Santa Fe International Corporation, and SE Pipeline Construction Company.

DESCRIPTORS: Business and Economic Education; Classroom Materials and Equipment; Educational Nonprofits

PROGRAM TITLE: Junior Achievement Programs

CONTACTS:

Richard J. Benson, Exec. Dir.
P. O. Box 1213
Bakersfield, CA 93301
Fresno County
(805)324-3018

Henry R. Kopcial, Pres.
1129 Grandview Dr.
San Francisco, CA 94080
San Francisco County
(415)952-2660

Ray Olson, President
5303 Lankershim Blvd.
North Hollywood, CA 91601
Los Angeles County
(213)985-5700

Laurence C. Milstead,
President
1171 S.Saratoga-Sunnyvale
Santa Clara County
San Jose, CA 95129
(408)252-1822

Janice G. Parsons, Exec. Dir.
1212 - 17th St.
Sacramento, CA 95814
Sacramento County
(916)446-7027

Nanci Burton, Prog. Mgr.
P. O. Box N
Santa Rosa, CA 95402
Sonoma
(707)546-2578

Dennis L. Kelso, EVP
5315 El Cajon Blvd.
San Diego, CA 92115
San Diego County
(714)287-0880

Juli Kramer, Prog. Mgr.
1105 N. El Dorado St.
Stockton, CA 95202
San Joaquin County
(209)462-3772

PROGRAM DESCRIPTION: Junior Achievement was first established in California in 1950 in response to a perceived need for students to actively experience the operation of business firms and the nature of business decision-making within the free market economic system. The basic objective of the program is to provide resources, business personnel, and structure to supplement students' classroom experiences related to business operations in a market system.

Junior Achievement programs are supported by the business community, foundations and private individuals; no public grants or government funds are permitted. The business community provides both financial and volunteer support to five major program components, four of which are described below (the Junior Achievement Management program is for college students). Thousands of small and large businesses throughout California participate in Junior Achievement each year, providing both financial and volunteer support.

PROGRAM TITLE: Junior Achievement Programs (continued)

- High School Program: The oldest of Junior Achievement activities, the high school program enables 9th through 12th graders to have a "hands-on" learning experience by organizing and operating miniature, non-legal companies under the guidance of volunteer business advisors. Over the course of a 15-week period, students oversee capitalization, product research, officer elections, production, marketing, financial control and liquidation. Each Junior Achievement company meets for 2-1/2 hours per week with their advisors.

- Project Business: This is a 9 to 15 week in-school program for eighth and ninth grade students. Project Business is designed as a flexible, economic and career education program which fits into established school curriculums, supplementing an existing class for a full semester for one class period per week. Seven topics are covered, including "Nature of Economics," "Different Economic Systems," "Principles of Supply and Demand," and "Money and Financial Institutions." Each topic includes both in-class dialogue and action in the form of a field trip, role playing, or games. A business executive works in the classroom with a teacher one hour per week.

- Applied Economics: A one-semester high-school course meeting five hours per week, with a business consultant visiting the classroom one hour per week. The course consists of two nine-week units. A Junior Achievement student company is developed during the first nine weeks, and students use a computer to help make management decisions and create financial statements. The second nine weeks consist of computerized management games, economic simulations, social-economic case studies and textbook study.

- Business Basics: The purpose of this program is to deliver practical information about business, economics and the private enterprise system to fifth and sixth grade students. The program is carried out by Junior Achievement high school students, who present four one-hour units on capital, marketing, productivity and organization in in-school presentations.

DESCRIPTORS: Business and Economic Education; Employee Volunteer Programs

PROGRAM TITLE:	Economic Literacy Council of California (ELC)
NAME OF CONTACT:	Robert J. Highsmith
TITLE:	Executive Director
COMPANY OR ORGANIZATION:	Same
ADDRESS:	400 Golden Shore Long Beach, CA 90802
COUNTY:	Los Angeles
TELEPHONE:	(213)590-5747

PROGRAM DESCRIPTION: The purpose of the Economic Literacy Council is to increase the quality and breadth of economic education for teachers in the K-12 level, college students, and special adult groups throughout California. ELC provides training in economics, curriculum consultation and teaching materials to local teachers through a network of 22 campus-based Centers for Economic Education. A statewide volunteer Board of 65 leaders from business, education, labor, agriculture, and government sets policy for the Council.

Business provides an overwhelming majority of support to the program, in the forms of money, in-kind contributions, and representation on the Board and Executive Committee. More than 100 companies throughout the state provide financial support to the council, including Bank of America, Atlantic Richfield, Chevron, Getty Oil, Montgomery Ward, Security Pacific Bank, Transamerica and Pacific Bell.

DESCRIPTORS: Business and Economic Education; Educational Nonprofits

PROGRAM TITLE:	Extracurricular Programs
NAME OF CONTACT:	R. K. Gordon
TITLE:	Manager, Public Affairs - Planning and Research
COMPANY OR ORGANIZATION:	Standard Oil Company of California
ADDRESS:	225 Bush St. San Francisco, CA 94104
COUNTY:	San Francisco
TELEPHONE:	(415) 894-6746

PROGRAM DESCRIPTION: Chevron offers teachers a variety of materials and services they can use in the classroom to supplement regular study, free of charge. These audiovisual and printed materials are designed to inform as well as stimulate class discussion.

Audiovisual Materials:

- The "Chevron School Broadcast" offers full-color filmstrips with audio cassettes and teachers' guides in both elementary (2-6) and secondary (7-12) versions. Traditionally, the focus of these programs has been on music and the arts, but recent filmstrips also serve as classroom aids in social studies. The current series, "Images of America," explores the history of life in America, depicted visually through photography, paintings, posters and cartoons.
- The "Chevron Film Library" presents educators with a selection of 16mm color film on a variety of subjects ranging from energy, economics and the environment to creativity and California history. The 19 film titles include "Energy: The North Sea Challenge," "The Elizabeth Terwilliger Nature Series," "California's Heritage," and "The Creative Climate."

PROGRAM TITLE: Extracurricular Programs (continued)

Teaching Units:

Chevron periodically participates in the production of teaching units, which consist of a teacher's guide and printed materials designed to help students learn about a particular topic. Distributed free to schools throughout the country, the units are creatively structured, and the guides can be important lesson-planning resources for teachers. Units produced in recent years include:

- Career Awareness, a unit that highlights career opportunities in science and business at both professional and clerical levels, for junior and senior high school students.
- Energy Learning Center, a unit that introduces basic energy information and issues to students in grades six to eight.
- Energy Adventure, a mobile education show that visits high schools, teaching students to have a better awareness of energy options and alternatives. An Energy Adventure teaching unit is also available to educators.
- Imagination: The Springboard to Creativity, a guidebook produced in cooperation with the John F. Kennedy Center for the Performing Arts, which is designed to assist teachers in developing and refining students' skills in creative thinking.

DESCRIPTORS: Classroom Materials and Equipment

PROGRAM TITLE:	Extracurricular Programs
NAME OF CONTACT:	R. K. Gordon
TITLE:	Manager, Public Affairs - Planning and Research
COMPANY OR ORGANIZATION:	Standard Oil Company of California
ADDRESS:	225 Bush St. San Francisco, CA 94104
COUNTY:	San Francisco
TELEPHONE:	(415) 894-6746

PROGRAM DESCRIPTION: Opportunities outside a school's educational curriculum can contribute a great deal to students' education. Chevron supports many extracurricular programs which encourage individual initiative and develop marketable skills.

- Chevron supports several vocational education programs designed to help acquaint high school and junior collegiate students with our country's business system. The company sponsors Junior Achievement, an economic education program through which students share experiences with business executives who come into their classrooms. It provides education awards to students through the Distributive Education Clubs of America (DECA), a program concerned with teaching the principles of economics as they pertain to marketing and distribution. Chevron also contributes funding for materials for Future Business Leaders of America, an organization aimed at developing business leadership and money management skills. Through meetings and civic activities, students enrolled in business and office education programs learn to develop business skills, make intelligent career choices and learn the value of community responsibility.

- The Junior Statesman program, aided by Chevron, teaches high school students the function of government and politics in a democratic society. Week-long symposia deal with local, county and regional governments. In California, a month-long summer session focuses on state politics and government.

PROGRAM TITLE: Extracurricular Programs (continued)

- Journalism-economics scholarships are awarded by Chevron to undergraduate students in selected schools who combine an emphasis in economics with their communicatons or journalism major.

DESCRIPTORS: Business and Economic Education; Scholarship and Recognition Program

SPECIAL EDUCATION

Programs in this section are designed to encourage and support the handicapped in reaching their true potential through education, training and job placement. Many of the programs aim to prepare handicapped citizens for mainstream professional positions.

Business plays a critical role in this process by providing financial support, guidance in training, and job opportunities. Firms may also assist by providing handicapped role models as speakers and counselors in various programs.

One of the most successful examples of handicapped education is the Science Career Workshop held each year by Lawrence Hall of Science. Supported by dozens of corporate sponsors, the workshop offers speakers, hands-on experience, and role models for some 200 handicapped students in the Bay Area. The focus is on career opportunities in scientific and technical fields, and the purpose is to provide encouragement and open new doors of opportunity for handicapped students interested in pursuing science careers.

Other programs in this section focus on outdoor recreation and on building strong peer support groups. These too rely heavily on business support and participation to help the mentally and physically handicapped achieve their potential and become a part of the mainstream.

PROGRAM TITLE: Peninsula Oral School for the Deaf

NAME OF CONTACT: Leahea Grammatico

TITLE: Director

COMPANY OR ORGANIZATION: Peninsula Oral School for the Deaf

ADDRESS: 3560 Farmhill Blvd.
Redwood City, CA

COUNTY: San Mateo

TELEPHONE: (415) 365-1992

PROGRAM DESCRIPTION: Pacific Bell has made a financial contribution to help support the Peninsula Oral School for the Deaf. The school's programs help to ensure that deaf children receive a high-quality education and that they learn to communicate orally.

DESCRIPTORS: Special Education Programs

PROGRAM TITLE:	Project Interdependence
NAME OF CONTACT:	Jack Reed
TITLE:	Rehabilitation Counselor
COMPANY OR ORGANIZATION:	California Department of Rehabilitation
ADDRESS:	12440 East Firestone, #215 Norwalk, CA 90650
COUNTY:	Los Angeles
TELEPHONE:	(213) 864-8521

PROGRAM DESCRIPTION: Project Interdependence is a combinatin training and camping activity for disabled students at John Glenn High School. The Norwalk Bechtel office is sponsoring two teams of one disabled and one non-handicapped student each for a one-week program this summer.

DESCRIPTORS: Special Education Programs

PROGRAM TITLE:	Marlton School for the Deaf
NAME OF CONTACT:	Nancy Joy Walker
TITLE:	Vocational Advisor
COMPANY OR ORGANIZATION:	Marlton School, Los Angeles Unified School District
ADDRESS:	4000 Santa Tomas Drive Los Angeles, CA 90008
COUNTY:	Los Angeles
TELEPHONE:	(213) 296-7680

PROGRAM DESCRIPTION: Two deaf employees in the Norwalk Bechtel office attended a career day for deaf students and their parents at Marlton School.

DESCRIPTORS: Special Education Programs

PROGRAM TITLE:	Model Site/Work-Ability Project
NAME OF CONTACT:	Ted Matt
TITLE:	Special Education
COMPANY OR ORGANIZATION:	Bellflower Unified School District
ADDRESS:	16703 South Clark Ave. Bellflower, CA 90706
COUNTY:	Los Angeles
TELEPHONE:	(213) 920-1801 or 866-9011

PROGRAM DESCRIPTION: Beginning in September, 1983, the Bechtel Norwalk office will be working with the Bellflower Unified School District to provide work experience for disabled 12th grade students.

DESCRIPTORS: Special Education Programs

PROGRAM TITLE: Science Career Workshop for Disabled Students

NAME OF CONTACT: Dr. Seborg

TITLE: Director of Development

COMPANY OR ORGANIZATION: Lawrence Hall of Science (LHS)

ADDRESS: University of California, Berkeley, CA

COUNTY: Alameda

TELEPHONE: (415) 642-5132

PROGRAM DESCRIPTION: Last year, 200 disabled junior and senior high school students attended the Science Career Workshop for Disabled Students. Twenty-five Bay Area schools were represented by this group, who spent two days at LHS listening to speakers, participating in hands-on activities and talking with disabled role models.

The event was sponsored by the LHS Center for Multisensory Learning, with support coming from a variety of organizations, including: The Clorox Company, Kaiser Aluminum & Chemical Corporation; C&H Sugar Company, The Gannett Foundation, IBM, and Syntex Corporation.

The purpose of these workshops is to encourage disabled students to explore their potential interest in science and to find out about careers in various scientific and technological fields. The students participated in hands-on science activities presented by representatives of 18 Bay Area industries and organizations. Activities covered such topics as cryogenics, building an artificial membrane for an artificial kidney, computers, and aids for disabled people.

DESCRIPTORS: Special Education Programs; Employee Volunteer Programs; Career Exploration

PROGRAM TITLE:	The Urban League Training Center (ULTC)
NAME OF CONTACT:	Edward E. Tillmon
TITLE:	Senior Vice President, Consumer Affairs
COMPANY OR ORGANIZATION:	California Federal Savings and Loan Association
ADDRESS:	5670 Wilshire Boulevard Los Angeles, CA 90036
COUNTY:	Los Angeles
TELEPHONE:	(213) 932-4030

PROGRAM DESCRIPTION: Established to offer marketable data processing skills to progressive individuals who were handicapped, unemployed, underemployed or marginally skilled, The Urban League Training Center is financed jointly by the Los Angeles Urban League, Cal Fed, and four other organizations.

Since 1980, Cal Fed has provided a loan executive as an instructor for the Office Procedures/Word Processing class to teach basic secretarial skills. Cal Fed's contribution of an instructor is having a tremendous impact upon the center's success and is also helping to address the unemployment rate in the Los Angeles community. Cal Fed has hired 21 of the graduates, principally in the MIS and Word Processing Departments. Administered by the Consumer Affairs, Management Information System (MIS), and Administrative Service divisions, annual program costs range from $25,000 to $30,000.

DESCRIPTORS: Special Education Programs; Employee Volunteer Programs

PROGRAM TITLE:	Trinity County Workability Project
NAME OF CONTACT:	Donald R. Stewart
TITLE:	Director, Special Education & Assistant County Superintendent
COMPANY OR ORGANIZATION:	Trinity County Office of Education
ADDRESS:	P. O. Drawer AH Weaverville, CA 96093
COUNTY:	Trinity
TELEPHONE:	(916) 623-2861

PROGRAM DESCRIPTION: Special Education students are placed into private sector job sites for on-the-job experience. Working people and business owners become mentors, teaching young people skills and attitudes neededto become productive employees.

The students receive work experience credit for school and a $2.85 an hour stipend. The business community has the opportunity to develop a pool of workers trained for local jobs.

This community/school partnership has increased understanding and respect between all involved parties.

DESCRIPTORS: Special Education Programs

PROGRAM TITLE: Project Workability

NAME OF CONTACT: Arline Zerkel

TITLE: Director, Special Education Local Plan Area

COMPANY OR ORGANIZATION: Marin County Office of Education

ADDRESS:
P. O. Box 4925
San Rafael, CA 94913

COUNTY: Marin

TELEPHONE: (415) 499-5850

PROGRAM DESCRIPTION: Project Workability is designed to locate employers in Marin County who are willing to employ special education students on a pay or work experience basis . For the past two years the Marin County Office of Education has hired a job developer whose role is to locate employers, interview special education students and match employers and employees. During the 1982-83 school year, 44 employers were located and 35 special education students were placed in jobs.

DESCRIPTORS: Special Education Programs

PROGRAM TITLE: Project Workability

NAME OF CONTACT: Dr. Mary P. Scopatz

TITLE: Director, Career and Youth Employment Programs

COMPANY OR ORGANIZATION: Santa Barbara County Schools Office

ADDRESS: 4400 Cathedral Oaks Rd.
Santa Barbara, CA 93111

COUNTY: Santa Barbara

TELEPHONE: (805) 964-4711

PROGRAM DESCRIPTION: This project is designed to place severely handicapped students in unsubsidized jobs at the completion of their high school experience. This is a joint effort involving the Santa Barbara County Schools, the Employment Development Department, the Department of Rehabilitation, local school districts, local Rotary Clubs, and the Santa Barbara Industry Education Council. Members of these agencies serve as the advisory committee for the project.

Participants are selected and screened for the project by a team of representatives of the Santa Barbara County Schools, the Employment Development Department, the Department of Rehabilitation, and the local schools. Parents and teachers are invited to attend screening sessions during which the team determines the job interests of the students, their motivation, and the commitment of both the students and their parents to the project. Employers are surveyed to determine the availability of jobs for severely handicapped students. A local CETA grant provides funds for 100 hours of subsidized employment before graduation. Of the 25 participants in the project, 13 are currently working in unsubsidized positions, eight went on to work in the Summer Youth Employment Program, and four are enrolled in other education programs.

DESCRIPTORS: Special Education Programs

PROGRAM TITLE: Job Training Program for the Disabled

NAME OF CONTACT: Arthur W. Prescott

TITLE: Manager, Aerospace Product Marketing

COMPANY OR ORGANIZATION: Ametek

ADDRESS: 790 Greenfield Drive
El Cajon, CA 92022

COUNTY: San Diego

TELEPHONE: (619) 442-3451

PROGRAM DESCRIPTION: Ametek cooperates with the Grossmont Union High School District in La Mesa to provide a worksite training program for special education students. The students, who may be characterized as moderately retarded with accompanying behavioral disorders, benefit in several ways by being able to use the company's worksite as an instructional resource. For example, students learn to model appropriate behavior, develop job skills and interact in a socially acceptable manner with employees.

DESCRIPTORS: Special Education Programs

PROGRAM TITLE:	Project Workability
NAME OF CONTACT:	John Brophy
TITLE:	Director of Special Education
COMPANY OR ORGANIZATION:	Calaveras County Superintendent of Schools
ADDRESS:	P. O. Box 760, Altaville, CA 95221
COUNTY:	Calaveras-Amador-Tuolumne
TELEPHONE:	(209) 736-4662

PROGRAM DESCRIPTION: The purpose of Workability is to provide career and vocationally oriented on-the-job work experiences for 17- to 22-year-old handicapped students. The experiences gained in the project will improve the chances for graduating students to gain employment in the private sector.

This year 50 students participated in the project with 80 percent receiving on-the-job training during the course of the year for an average of two hours/day for 16 weeks. The program is administered for three counties (Amador-Calaveras-Tuolumne) by the Calaveras County Superintendent of Schools special education office.

Local businesses participated by providing training slots for the students and training in their areas of expertise. A total of eight public sector and 28 private sector businesses provided training.

DESCRIPTORS: Special Education Programs; Work Experience

PROGRAM TITLE: Industrial Packaging and Assembly Classes

NAME OF CONTACT: Alan C. Schwerdt

TITLE: Vocational Resource Teacher

COMPANY OR ORGANIZATION: Office of Riverside Co. Superintendent of Schools

ADDRESS: 3939 Thirteenth St., P. O. Box 868
Riverside, CA 92502

COUNTY: Riverside

TELEPHONE: (714) 788-6637

PROGRAM DESCRIPTION: Four Industrial Packaging and Assembly classes were established in 1981. In their first two years of operation, they have vocationally trained 238 handicapped students. The training materials are obtained through sub-contracts with local businesses. Handicapped students perform assembly work on actual products that are produced by local employers. Thus, the students learn current production techniques.

The employers pay a prorate piecework fee to the school student body fund. This money is then given to the students, who learn budgeting, saving, consumer skills and daily living skills through managing their wages. This cooperative school/business program provides lifelong skills to the handicapped students. The program truly enhancesthe students' employability.

DESCRIPTORS: Special Education Programs; Work Experience

PROGRAM TITLE:	San Ramon Valley Unified School District
NAME OF CONTACT:	Stanley Greenspan and Cheri Ng
TITLE:	Supervisor of Career Preparation and Vocational Education
COMPANY OR ORGANIZATION:	San Ramon Valley Unified School District
ADDRESS:	699 Old Orchard Dr. Danville, Ca 94526
COUNTY:	Contra Costa
TELEPHONE:	(415) 837-1511

PROGRAM DESCRIPTION: The program is designed to help physically handicapped and emotionally- or learning-disabled young people (ages 16-18) in the San Ramon Valley Unified School District. The goal is to help train them for entry level positions, such as courtesy clerk, and to give them an opportunity to work.

Participants work for 90 days at minimum wage but are not required to join the union. The store is not charged for student wages, and the program gives the store manager an opportunity to train and work with potential employees.

This program has been in existence approximately three years, and we have placed some 90 young people into entry level positions; of these, 16 have been retained as permanent employees. Orientation and training takes place on the job, with the focus on "hands-on" training. The program is administered by the two persons named above and the Safeway Employment Representative for that area. The contact person from Safeway Stores is Patty Carlson, Affirmative Action Representative, 47400 Kato Road, Fremont, CA 94539, (415) 498-2204.

DESCRIPTORS: Special Education Programs

PROGRAM TITLE: Career Exposure Program

NAME OF CONTACT: Irene Connolly

TITLE: Director of Personnel

COMPANY OR ORGANIZATION: Saga Corporation

ADDRESS: One Saga Lane, Menlo Park, CA 94025

COUNTY: San Mateo

TELEPHONE: (415) 854-5150

PROGRAM DESCRIPTION: The Career Exposure Program is a joint business-community venture involving students 16-21 years old. The program provides opportunities for educable mentally-handicapped students to visit a company and "shadow" a specific entry-level job. Students gain a realistic on-the-job perspective which helps to prepare them for a similar position in business at the completion of their training.

DESCRIPTORS: Special Education Programs

PROGRAM TITLE:	Handicapped Children's Fund - United Airlines Management Club
NAME OF CONTACT:	Jay Cacioppo
TITLE:	Chairman - Handicapped Children's Committee
COMPANY OR ORGANIZATION:	United Air Lines
ADDRESS:	Maintenance Operations Center San Francisco International Airport San Francisco, CA 94128
COUNTY:	San Mateo
TELEPHONE:	(415) 876-5674

PROGRAM DESCRIPTION: For more than 20 years, the United Airlines San Francisco Management Club has undertaken annual fund-raising drives to benefit homes for handicapped children in the counties of San Francisco, San Mateo and Santa Clara. The Handicapped Children's Committee reviews requests from the homes and disburses available funds for selected educational equipment purchases made by these homes. Approximately 2,000 students and 200 teachers in four to five homes are affected by this program. There are no administrative costs, since volunteers donate their time and efforts to this cause.

DESCRIPTORS: Special Education Programs; Employee Volunteer Programs

PROGRAM TITLE: Edgewood Children's Center
San Francisco

NAME OF CONTACT: Donald A. Duffy

TITLE: Vice President, Public and Community Relations

COMPANY OR ORGANIZATION: Kaiser Foundation Hospitals

ADDRESS: One Kaiser Plaza, Suite 2725
Oakland, CA 94612

COUNTY: Alameda

TELEPHONE: (415) 271-2604

PROGRAM DESCRIPTION: Edgewood Children's Center is a residential home for 36 emotionally-troubled boys and girls. The children, most of whom are referred by the Department of Social Services, are usually experiencing educational difficulties, primarily due to a disruptive home environment. Kaiser Foundation Hospitals made a corporate contribution to help support Edgewood's comprehensive live-in program, which provides individualized attention through trained counselors, and attempts to rectify educational problems through an on-grounds school program. Children are involved in small group instruction, and are mainstreamed into the public school system when this process improves educational capabilities.

DESCRIPTORS: Special Education Programs

PROGRAM TITLE:	Pacific Children's Center, Oakland
NAME OF CONTACT:	Donald A. Duffy
TITLE:	Vice President, Public and Community Relations
COMPANY OR ORGANIZATION:	Kaiser Foundation Hospitals
ADDRESS:	One Kaiser Plaza, Suite 2725 Oakland, CA 94612
COUNTY:	Alameda
TELEPHONE:	(415) 271-2604

PROGRAM DESCRIPTION: Pacific Children's Center is an Oakland based preschool for 20 two- to five-year-old autistic children and children with learning disabilities. Small motor coordination and large motor skills are improved through structured physical activity with four staff professionals and a host of volunteers. Sign language and small group socialization are used to develop communication skills which will allow the children to mainstream into special education or public school classes. Kaiser Foundation hospitals recognized the merit of the center by providing a contribution toward general facility operations.

DESCRIPTORS: Special Education Programs

PROGRAM TITLE:	Work Experience for Handicapped Children
NAME OF CONTACT:	Mr. Huckleberry
TITLE:	Principal
COMPANY OR ORGANIZATION:	Wiggin Elementary School
ADDRESS:	4350 Mount Everest Blvd. San Diego, CA
COUNTY:	San Diego
TELEPHONE:	(619) 277-9091

PROGRAM DESCRIPTION: Handicapped children between the ages of 12 and 14 are performing light janitorial and simple job duties (i.e., returning items to the shelf, facing stock, rounding up shopping carts) in a local Safeway store in order to gain work experience. Because their learning capacities are limited, it is felt that early and continued exposure to the workplace will help prepare these students for self-sufficiency by the time they reach adulthood. The program has in no way hindered the store operations and has been judged successful by store personnel, parents and teachers.

DESCRIPTORS: Special Education Programs

PROGRAM TITLE:	Facility Tours
NAME OF CONTACT:	Jack Mayer
TITLE:	Staff Manager
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	6850 Brockton Avenue, Rm. 103 Riverside, CA
COUNTY:	San Bernardino
TELEPHONE:	(714)684-9881

PROGRAM DESCRIPTION: Students from the California School for the Deaf in Riverside were given a tour of Pacific Bell automated offices and the Central office to show them how modern technological developments facilitate telecommunications and to expose them to career opportunities which might be of interest to them in the future.

DESCRIPTORS: Special Education Programs; Career Exploration

MINORITY STUDENT PROGRAMS

Business is involved in a broad array of programs for minority students, many of which go beyond the classroom to tackle social and economic problems which hamper minority achievement in the business and professional world.

Most programs outlined in this section are designed for high school students in their sophomore, junior and senior years. Some focus on providing minority role models who tutor, counsel and help motivate students to achieve academic goals and pursue higher education. Career education programs, especially those that focus on increasing minority representation in engineering, math and science fields, are also popular.

Business involvement in minority education extends to teacher training as well. The Cooperative College Preparatory Program focuses on improving teaching quality and curricula in schools with large minority enrollments. University staff, faculty and students work extensively with teachers to strengthen the basic school-site program and improve the capability of the district to maintain a stronger college-preparatory curriculum. Other firms encourage high achievement and goal-setting for students through after-school training and motivation programs which take place on business premises, conducted by employee volunteers.

Summer sessions for minority school students, carried out on university campuses, also encourage pursuit of higher education. U.C. Berkeley's Professional Development Program focuses on academic training in math and sciences for gifted minorities, while a program held on the U.C. Davis campus introduces students with an interest in engineering to a campus setting and lifestyle. Both programs offer valuable orientation to college.

PROGRAM TITLE:	Minority Career Days/Student Career Days
NAME OF CONTACT:	Division Personnel Managers
TITLE:	
COMPANY OR ORGANIZATION:	Hewlett-Packard Company
ADDRESS:	1819 Page Mill Road Palo Alto, CA 94304
COUNTY:	Santa Clara
TELEPHONE:	(415) 857-1501

PROGRAM DESCRIPTION: Career Days are put on once or twice yearly by a specific division for local minority high school students, counselors, teachers and administrators. Typical career days may include group tours, mini-workshops, hands-on equipment demonstrations, and overviews of the industry employment picture and skills requirements. Job awareness and qualifications are particularly stressed.

DESCRIPTORS: Minority Student Programs; Career Exploration

PROGRAM TITLE:	Program to Increase Minority Engineering Graduates (PIMEG)
NAME OF CONTACT:	Earl E. Spencer
TITLE:	Manager, GE Western Regional Relations
COMPANY OR ORGANIZATION:	General Electric (GE)
ADDRESS:	P. O. Box 3736 San Francisco, CA 94119
COUNTY:	San Francisco
TELEPHONE:	(415) 546-4423

PROGRAM DESCRIPTION: GE is playing a major role in the PIMEG program, a national endeavor to increase minority engineering graduates ten-fold during the next decade. At the secondary level, GE's efforts focus on motivating junior and senior high school students to prepare for college level engineering school. The campaign involves brochures, posters, advertisements, exhibit vans and counseling activities.

DESCRIPTORS: Minority Student Programs

PROGRAM TITLE:	Black Engineers, Scientists & Technicians Coordination & Awareness Team (BESTCAT)
NAME OF CONTACT:	Nathaniel Arnold
TITLE:	Designer
COMPANY OR ORGANIZATION:	Bechtel Power Corporation
ADDRESS:	P. O. Box 3965 San Francisco, CA 94119
COUNTY:	San Francisco
TELEPHONE:	(415) 768-2241

PROGRAM DESCRIPTION: BESTCAT is a volunteer organization of eight Bechtel employees who promote awareness of opportunities in engineering to minority youths in Oakland, Berkeley and other East Bay communities. The program focuses on tutoring and individual counseling through local churches and homes.

DESCRIPTORS: Minority Student Programs

PROGRAM TITLE: Professional Development Program (PDP)

NAME OF CONTACT: Anita Madrid

TITLE: Associate Director

COMPANY OR ORGANIZATION: University of California

ADDRESS: 230-B Stephens Hall
Berkeley, CA 94720

COUNTY: Alameda

TELEPHONE: (415) 642-2115

PROGRAM DESCRIPTION: The Professional Development Program is a student affirmative action operation with three major goals: to prepare minority and women students for careers in science, technology and business; to identify and eliminate deterrents to this end; and to develop model student affirmative action programs for dissemination and replication at other institutions.

PDP recruits academically talented students for a rigorous program of accelerated courses, workshops and conferences, along with academic and support services. Scholars are recruited from any stage of education after the high school sophomore year, and from all college majors.

At the secondary level, PDP recruits students from approximately 60 high schools throughout the Bay Area, for intensive summer sessions and a program of Saturday courses during the academic year. Classes are conducted on the UC Berkeley campus. Pre-admission counseling and academic and career counseling begin at this level.

PDP is supported by faculty members, the university, and federal agencies; the bulk of the program's operating funds are sought from corporations and foundations. The PDP also receives in-kind services through guest lecturers provided by Bechtel Power Corporation, IBM, Dean Witter Reynolds, Wells Fargo Bank and Kaiser Engineering.

DESCRIPTORS: Minority Student Programs; Volunteer Programs

PROGRAM TITLE: Cooperative College Preparatory Program

NAME OF CONTACT: Louis Schell

TITLE: Program Director

COMPANY OR ORGANIZATION: (CCPP)

ADDRESS: Lawrence Hall of Science
University of California
Berkeley, CA 94720

COUNTY: Alameda

TELEPHONE: (415) 642-6280

PROGRAM DESCRIPTION: CCPP was established by the University of California at Berkeley to increase the pool of minority students prepared to enter four-year colleges and, in particular, to major in fields requiring extensive training in mathematics. The program was initiated because the college preparatory programs offered by many schools with large minority populations are so weak that nearly all of their graduates lack the most fundamental skills required to compete successfully at the university level in math-based fields.

The program is designed (1) to strengthen the basic school-site academic program that prepares students for the university and (2) to improve the overall capability of the schools to maintain this program.

Centered on teacher in-service and curriculum change, the program provides extensive support and training for teachers during the academic year and on Saturdays, and during the summer. It seeks to improve the curriculum, instructional practices and policies that support and foster strong academic programs. The principal vehicles for change are university faculty, staff and students working daily at the school and in the classroom.

Funding is now being sought from Bay Area corporations to provide teaching assistantships for university undergraduates, who will serve as student mentors providing support in the classroom and in separate study sessions which permit students to move through the curriculum at an accelerated pace. The mentors also will serve as role models for high school youth as they adjust to increasingly high academic demands.

DESCRIPTORS: Minority Student Programs

PROGRAM TITLE:	Los Angeles Basic Equal Opportunity League (LABEOL)
NAME OF CONTACT:	Rhonda Robbins or Myrtle Harvey
TITLE:	Employee Relations Coordinator Personnel Services Coordinator
COMPANY OR ORGANIZATION:	Coast Federal Savings
ADDRESS:	18000 Chatsworth Granada Hills, CA 91344
COUNTY:	Los Angeles
TELEPHONE:	(213) 366-2800, ext. 6402

PROGRAM DESCRIPTION: The purpose of LABEOL is to further the tenets of equal employment opportunity and affirmative action in business and industry. LABEOL bestows up to $10,000 in scholarships for underprivileged, promising high school students each year.

DESCRIPTORS: Minority Student Programs

PROGRAM TITLE: Mexican-American Heritage Association

NAME OF CONTACT: Diane Anderson

TITLE: Manager, Community Affairs

COMPANY OR ORGANIZATION: Rockwell International Inc.

ADDRESS: 3370 Miraloma Avenue
Anaheim, CA 92803

COUNTY: Orange

TELEPHONE: (714) 632-4192

PROGRAM DESCRIPTION: For the past four years Rockwell International in Orange County has provided Rockwell International Corporation Trust funds to this organization. Their purpose is to provide scholarships to deserving graduating Mexican-American high school students to encourage them to continue their education in colleges and universities.

This organization is made up of Rockwell International employees who grouped together to form the Mexican American Heritage Association following a Cinco de Mayo celebration. They have no overhead - all participants are Rockwell employees. The total collected from fund-raising events is devoted to scholarships.

DESCRIPTORS: Minority Student Programs; Scholarship and Recognition Programs

PROGRAM TITLE: TRW Employee Bootstrap

NAME OF CONTACT: Gregory Green

TITLE: Sector Head Microprocessor System
Engineering Dept.

COMPANY OR ORGANIZATION: TRW

ADDRESS: One Space Park
Redondo Beach, CA 90278

COUNTY: Los Angeles

TELEPHONE: (213) 217-3688

PROGRAM DESCRIPTION: On Wednesday evenings at TRW, some 20 to 30 young people meet with TRW employees to conduct a variety of activities related to student education. This TRW Employee Bootstrap program was started 15 years ago as a means of helping students from minority and disadvantaged areas. More than 100 volunteers have assisted thousands of youths, ranging in ability from below to above average, with their homework, remedial review of basics, career guidance and work ethic counseling.

Many of these students have continued their studies through college, and some have received scholarships. According to Greg Green, Bootstrap cochairperson, "We require full commitment to hard work and self-improvement. We expect achievement and the students deliver."

DESCRIPTORS: Minority Student Programs

PROGRAM TITLE: Career Opportunities for Youth (COY)

NAME OF CONTACT: Lionel Trujillo

TITLE: Division Sub-Contract Manager

COMPANY OR ORGANIZATION: TRW

ADDRESS: One Space Park
Redondo Beach, CA 90278

COUNTY: Los Angeles

TELEPHONE: (213) 517-7334

PROGRAM DESCRIPTION: Career Opportunities for Youth - founded by Hispanic employees at TRW 15 years ago - fosters career guidance for junior and senior high school students. Its purpose is to increase the number of minority students enrolling in colleges and universities.

COY's scholarship program has provided more than $120,000 to 352 students pursuing advanced education. It also sponsors a high school tutoring program that pays gifted students to help other students in 15 area schools.

DESCRIPTORS: Minority Student Programs; Scholarship and Recognition Programs

PROGRAM TITLE:	Integration Task Force
NAME OF CONTACT:	D. W. Carroll
TITLE:	District Staff Manager
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	525 B Street, Rm. 1912 San Diego, Ca
COUNTY:	San Diego
TELEPHONE:	(619)237-3340

PROGRAM DESCRIPTION: The San Diego Integration Task Force is composed of 12 representatives from city businesses, minority organizations, parents and the PTA. It is a court-appointed monitor of the San Diego Unified School District's plan for racial integration.

A Pacific Bell District Manager, Dave Carroll, was appointed to the 1982-83 task force and served on the Race and Human Relations Sub-Committee. The Integration Task Force submitted its 51-page annual report on May 20, 1983. For more information, please contact Mr. Carroll directly.

DESCRIPTORS: Minority Student Programs

PROGRAM TITLE:	Partners in English
NAME OF CONTACT:	Laurel Houghton
TITLE:	Executive Director
COMPANY OR ORGANIZATION:	Partners in English
ADDRESS:	208 Dolores St. San Francisco, CA 94103
COUNTY:	San Francisco
TELEPHONE:	(415) 861-6646

PROGRAM DESCRIPTION: Since 1951, Partners in English has been teaching English to refugees and immigrants who cannot attend or have difficulty in school.

Currently over 150 volunteers tutor over 350 students in nine northern California locations: Campbell, Modesto, Dixon, Oakland, Firebaugh, Palo Alto, Kelseyville, Sacramento, and San Francisco. With 50 volunteers, the San Francisco chapter serves as a model tutoring program for other community tutoring outreach projects led by volunteer coordinators.

The business community supports Partners in English with in-kind and financial contributions as well as with volunteers serving on the Board of Trustees and as volunteer tutors.

With one-third of all refugees arriving in the United States coming first to California, and 28 percent of refugees from other states moving to California, the need for help with English and cultural skills remains crucial. The tutoring outreach projects have an ongoing need for additional volunteer tutors to help meet the needs of a long waiting list of students.

DESCRIPTORS: Minority Student Programs; Basic Skills Development

PROGRAM TITLE: Latinas: Young Women of Potential

NAME OF CONTACT: Leticia Quezada

TITLE: Urban Relations Supervisor

COMPANY OR ORGANIZATION: Carnation Company

ADDRESS: 5045 Wilshire Blvd.
Los Angeles, CA 90036

COUNTY: Los Angeles

TELEPHONE: (213) 932-6263

PROGRAM DESCRIPTION: The goal of this program is to encourage Latina high school students to continue their education. Young women are specifically targeted because as a group they experience significant employment barriers, as evidenced by the following statistics:

- Only 44 percent of Latinas who are 25 years old and older have a high school diploma. Barely 6 percent have attended four or more years of college.
- Seventy-seven percent of all Latinas who work are concentrated in clerical and service jobs.
- Latinas experience a 10.4 percent unemployment rate; this rate more than doubles to 21.3 percent for Latinas aged 16-22.

The program was developed around one-day conferences held in high schools which have a significant representation of Latino students. The agenda for the day includes a demographic profile of Latinas in the U.S.; biographies of Latinas in successful careers; exercises in communication and leadership skills; suggestions on dressing and grooming; and extensive information on career options, job requirements and salary ranges.

The day's training is conducted by Carnation staff at high schools throughout the country. The hosting school schedules the program and provides a facility to accommodate 100 participants. There is no charge for the program. In California, sessions have been held in high schools in Los Angeles, Orange County, San Jose, San Francisco and Oakland.

DESCRIPTORS: Minority Student Programs

PROGRAM TITLE:	Engineering Summer Residency Program for Minority/Disadvantaged High School Students
NAME OF CONTACT:	Jane Elliott
TITLE:	Director
COMPANY OR ORGANIZATION:	College of Engineering, University of California, Davis
ADDRESS:	Davis, CA 95616
COUNTY:	Yolo
TELEPHONE:	(916) 752-7761

PROGRAM DESCRIPTION: This program has been sponsored annually by the College of Engineering at the University of California, Davis, since 1976. It is a five and one-half day residential program with the purpose of encouraging minority/disadvantaged high school students to consider the study of engineering. It is held the week immediately following the completion of spring quarter.

The focus of the program is orientation as opposed to skill development. Students live in university-affiliated dormitories with upper division engineering students as resident advisers. Participants are exposed to the five engineering disciplines represented on the Davis campus and to engineers in the industrial setting. Daytime activities include lectures, demonstrations and laboratories adapted from freshman engineering courses, and field trips. Evenings include an engineering project, a writing project, and a complement of social activities. The experiential nature of the program is enhanced by daily reflection sessions led by the resident advisers. The program benefits local education in that it provides strong motivation for these students to pursue rigorous math and science study.

Fifty-four students completing the tenth or eleventh grade are accepted into the program. The majority of students come from the Bay Area, Sacramento, Stockton, and the I-80 Corridor between Sacramento and San Francisco. Funding, except for year-round staff salaries, is provided by industry.

DESCRIPTORS: Minority Student Programs; Career Exploration; Math, Science and Energy Programs

PROGRAM TITLE: University of San Francisco
Upward Bound Project

NAME OF CONTACT: Robert J. Norris, Jr.

TITLE: Director

COMPANY OR ORGANIZATION: University of San Francisco
Upward Bound Project

ADDRESS: Ignatian Heights - Loyola #317
San Francisco, CA 94117-1080

COUNTY: San Francisco

TELEPHONE: (415) 666-6476

PROGRAM DESCRIPTION: The University of San Francisco Upward Bound Project offers a program of counseling, instruction, tutoring, career exploration and an academic summer residential program to prepare economically disadvantaged high school youth for entry into postsecondary education. Annually the program serves 115 students from ten high schools in San Francisco. During the academic year students attend classes on Saturdays and receive tutoring after regular classes during the week. USF Upward Bound graduates have entered college at the rate of 93 percent over the last three years.

A special focus of the program is to prepare students who would be the first members of their families to complete postsecondary education, and who would also seek to enter professions in which members of their ethnic group or gender are underrepresented. Upward Bound coordinates its efforts with school site personnel, community agency staff, private sector employers and parents to provide a comprehensive and intensive program of development for project participants.

USF Upward Bound is funded by funds from the U.S. Education Department, U.S. Department of Agriculture, University of San Francisco and its own development efforts. Since the program serves a multiethnic, multilingual, low-income population, the project seeks employment opportunities, equipment and service donations, and attempts to supplement project services whenever possible.

DESCRIPTORS: Minority Student Programs

SUMMER YOUTH PROGRAMS

Summer youth employment programs serve two functions: they provide students with needed income while offering training and experience in a real work situation. How individual companies balance these functions will often determine the quality of the work experience and subsequent attitudes that youth develop toward employment. Clearly, summer employment can be an important vehicle through which the work ethic and other business values are developed and transferred.

As Private Industry Councils become more involved in developing and distributing funds for youth employment activities, the potential for strengthening summer youth employment programs is strong indeed; however, realizing that potential depends heavily on the willingness of business to provide quality work experiences and to participate wholeheartedly in these programs.

This section offers just a sampling of the thousands of summer employment activities carried out in all parts of California each year. Some focus on developing skills in a particular, specialized area, while others rotate workers between public and private sector positions. Many are moving toward matching students in one-to-one relationships with business mentors, who oversee student progress and provide valuable criticism and instruction over the course of a summer. Other programs attempt to give students exposure to as many different individuals and work functions as possible.

What these programs share in common is a willingness on the part of business to get involved - to take the time to develop training, solicit contributions from other firms, sponsor fundraising events, provide jobs, or advertise programs throughout the community. They rest on the common recognition that summer employment is one of the most valuable ways of providing encouragement, instruction, and practical job training for California youth.

PROGRAM TITLE:	Vocational Exploration Project (VEP)
NAME OF CONTACT:	J. J. Arnold
TITLE:	Manager, Community Interfaces Program
COMPANY OR ORGANIZATION:	Rockwell International Corporation, ST&SG
ADDRESS:	12214 Lakewood Blvd. Downey, CA
COUNTY:	Los Angeles
TELEPHONE:	(213) 922-4913

PROGRAM DESCRIPTION: VEP was developed in response to the Summer Youth Employment Program (Title IV) which is administered by the County of Los Angeles. The purpose of the VEP is to provide exposure to a wide variety of occupations available within private industry to eligible low-income, high-risk youth who have had little or no exposure to occupational opportunities. The program permits students to interact with senior skilled employees and management on a one-to-one basis, offering a unique insight into the working environment. The VEP participants are exposed to a wide variety of jobs, skills, disciplines, and professions. They gain positive exposure to the teamwork concept.

Another objective is to provide awareness of the value of education in attaining career potential. VEP students are prescreened by local schools, which also monitor the program and provide ten semester units of credit to participants for the six-week summer program.

The VEP program draws eligible youth from surrounding schools and school districts with a high percentage of difficult-to-serve segments.

DESCRIPTORS: Summer Youth Programs; Career Exploration; Work Experience

PROGRAM TITLE:	Summer Employment
NAME OF CONTACT:	Barry Moyer
TITLE:	Employment Supervisor
COMPANY OR ORGANIZATION:	Southern California Gas Company
ADDRESS:	810 Flower St, M.L. 303H Los Angeles, CA 90017
COUNTY:	Los Angeles, Orange, Ventura, Santa Barbara, San Luis Obispo, Kern, Riverside, San Bernardino
TELEPHONE:	(213) 689-2277

PROGRAM DESCRIPTION: High school and college students are used as vacation relief for Company employees in all divisions. Approximately 90 jobs are made available (one percent of work force) each summer, with approximately 60 reserved for scholarship winners.

DESCRIPTORS: Summer Youth Programs; Scholarship and Recognition Programs

PROGRAM TITLE:	Mayor's Summer Jobs Program
NAME OF CONTACT:	Sandra Dunn
TITLE:	Chairperson
COMPANY OR ORGANIZATION:	Kaiser Aluminum & Chemical Corporation
ADDRESS:	300 Lakeside Drive, Oakland, CA 94643
COUNTY:	Alameda
TELEPHONE:	(415) 271-8916

PROGRAM DESCRIPTION: The Summer Jobs program is designed to increase private sector participation in summer youth employment activities. Kaiser Aluminum & Chemical Corporation has supported the jobs programs for three years through:

- o direct contributions;
- o board membership;
- o executive assistance;
- o space for phone campaign, including furniture and supplies;
- o volunteers for phone campaign;
- o hosting kick-off breakfast;
- o in-kind services;
- o providing jobs for youth; and
- o fund-raising assistance.

DESCRIPTORS: Summer Youth Programs; Employee Volunteer Programs

PROGRAM TITLE:	Mayor's Summer Job Program
NAME OF CONTACT:	Karen Topping
TITLE:	Community Relations Administrator
COMPANY OR ORGANIZATION:	Shaklee Corporation
ADDRESS:	444 Market St. San Francisco, CA 94111
COUNTY:	San Francisco
TELEPHONE:	(415) 954-2007

PROGRAM DESCRIPTION: This year for the first time, Bay Area businesses joined forces to coordinate their support for the summer jobs programs conducted by the mayors of San Francisco, Oakland, and San Jose. Shaklee employees who participated in the job recruitment effort were responsible for securing summer jobs for more than 100 Bay Area youth.

DESCRIPTORS: Summer Youth Programs

PROGRAM TITLE:	Value-Added Summer Jobs Program
NAME OF CONTACT:	Marcia Argyris
TITLE:	Manager, Community Relations
COMPANY OR ORGANIZATION:	Foremost-McKesson, Inc.
ADDRESS:	One Post Street San Francisco, CA 94104
COUNTY:	San Francisco
TELEPHONE:	(415) 983-8673

PROGRAM DESCRIPTION: Thirty teenagers were hired by Foremost-McKesson this summer. They spent one-half of their time working in the corporate setting and one-half of their time in a community agency. The Foremost-McKesson Personnel Department wrote job descriptions for each of these positions and provided job orientation and career counseling services to the students prior to and during their summer jobs. A college student supervised the program.

DESCRIPTORS: Summer Youth Programs

PROGRAM TITLE: Student Employment and Educational Development Program (S.E.E.D.)

NAME OF CONTACT: Valerie Sanders-Harris

TITLE: College Recruiting Representative

COMPANY OR ORGANIZATION: Hewlett-Packard Company

ADDRESS: 3000 Hanover Street

COUNTY: Santa Clara

TELEPHONE: (415) 857-8634

PROGRAM DESCRIPTION: The S.E.E.D. program is a nationwide summer work experience program for high school and undergraduate students. The purpose of this program is to prepare students for actual high tech industry positions while providing income.

Applicants are interviewed much as they would be if applying for full-time, permanent employment, with the position going to the most qualified person. They are then given work assignments to complete during the summer. Students are evaluated midterm and again at the end of their assignments, at which time it is determined whether or not they will be brought back for consecutive assignments. Students who are brought back are guaranteed positions the following summer and permanent positions upon graduation.

DESCRIPTORS: Summer Youth Programs; Career Exploration

PROGRAM TITLE:	Summer Youth Employment Program (S.Y.E.P.)
NAME OF CONTACT:	Gail A. Deculus
TITLE:	Executive Secretary
COMPANY OR ORGANIZATION:	California Federal Savings and Loan Association
ADDRESS:	5670 Wilshire Boulevard, Los Angeles, CA 90036
COUNTY:	Los Angeles
TELEPHONE:	(213) 932-4031

PROGRAM DESCRIPTION: The summer of 1982 marked the sixth year of California Federal's participation in the Summer Youth Employment Program, sponsored by the City of Inglewood. The association's primary objective in placing S.Y.E.P. participants is to provide them with the experience and sense of opportunities and obligations of working in a savings and loan institution.

Most of the participants work five-hour days as tellers or clerical assistants, rotating every four weeks. The eight-week program is administered by the Consumer Affairs Division. California Federal has placed some 30 participants at local branches over the past four years.

DESCRIPTORS: Summer Youth Programs

PROGRAM TITLE:	Summer Hire Program
NAME OF CONTACT:	Mark G. Matson
TITLE:	Personnel Officer
COMPANY OR ORGANIZATION:	Wells Fargo Bank
ADDRESS:	475 Sansome Street San Francisco, CA
COUNTY:	San Francisco
TELEPHONE:	(415) 396-4146

PROGRAM DESCRIPTION: Economically disadvantaged youth are hired for summer jobs in various areas of Wells Fargo's operations. In addition to work experience, students receive instruction on skills assessment, resume preparation, interviewing techniques, and careers in banking.

DESCRIPTORS: Summer Youth Programs; Career Exploration

PROGRAM TITLE:	Summer Youth Employment
NAME OF CONTACT:	Lyle Engeldinger
TITLE:	Personnel Manager
COMPANY OR ORGANIZATION:	California State Automobile Association (CSAA)
ADDRESS:	150 Van Ness Avenue, San Francisco, CA 94101
COUNTY:	San Francisco
TELEPHONE:	(415) 565-2203

PROGRAM DESCRIPTION: CSAA provides high school entry level positions beginning in May or June and running through the summer. Positions include general clerk, clerk-typist, figure clerk, route marker of U.S. road maps, file clerk and other clerical positions.

Job requirements may include written and verbal English communication skills, alpha-numeric filing ability, and light typing (25-35 wpm).

DESCRIPTORS: Summer Youth Programs

PROGRAM TITLE:	Youth Employment Program
NAME OF CONTACT:	Margaret C. Veitch
TITLE:	Office Manager
COMPANY OR ORGANIZATION:	Coopers & Lybrand
ADDRESS:	333 Market Street San Francisco, CA 94105
COUNTY:	San Francisco
TELEPHONE:	(415) 957-3000

PROGRAM DESCRIPTION: In conjunction with Mayor Feinstein's Youth Summer Job Program, Coopers & Lybrand offers a part-time position for a local student. In addition, C&L provides professional volunteers to support the programs administratively and to assist in the solicitation of summer job opportunities for students.

DESCRIPTORS: Summer Youth Programs

PROGRAM TITLE:	Summer Jobs/Career Development Activities
NAME OF CONTACT:	Renee Bergeron
TITLE:	Corporate Training Director
COMPANY OR ORGANIZATION:	E. Gottschalk's & Co.
ADDRESS:	P. O. Box 1872, Fresno, CA
COUNTY:	Fresno
TELEPHONE:	(209) 485-1111

PROGRAM DESCRIPTION: Gottschalk's participates in summer jobs programs for youth; career development activities, and work study programs.

- o Summer job program: Students are asked to draw a poster that will show their qualities and skills to an employer. The posters are judged by our personnel managers. Three winners were selected last summer, and rewarded with summertime employment.
- o Career development: Staff members attend school Career Development classes to discuss opportunities in the retail trade. In addition, students interested in retail business spend days with the store to learn about various work options and more about retail careers. Gottschalk's also has job counselors visit the store to discuss skill requirements in the retail business.
- o Work study: The store places graduating seniors in jobs that allow them to earn credit toward graduation while gaining valuable work experience. The staff works closely with teachers on selecting students for this program.

In addition, the store participates in the chamber of commerce Business-Industry Exchange Day.

DESCRIPTORS: Summer Youth Programs

PROGRAM TITLE:	Summer Youth Program
NAME OF CONTACT:	Richard J. Wiborn
TITLE:	Vice President of Industrial Relations
COMPANY OR ORGANIZATION:	Domtar Gypsum America Inc.
ADDRESS:	1221 Broadway, 7th Floor, Oakland, CA 94612
COUNTY:	Alameda
TELEPHONE:	(415) 891-2818

PROGRAM DESCRIPTION: The purpose of the Summer Youth Program is to provide meaningful work for students and to enable them to earn money to further their education. For the most part, summer youth employees are related to employees working at the company's various plants. In the 1983 Summer Youth Program, the company hired 16 employees who worked from June through August.

DESCRIPTORS: Summer Youth Programs

PROGRAM TITLE: Summer Youth Employment

NAME OF CONTACT: Mildred Huddleston

TITLE: Executive Vice President

COMPANY OR ORGANIZATION: Guarantee Savings and Loan Association
Guarantee Financial Corporation

ADDRESS: 1177 Fulton Mall, Fresno, CA 93721

COUNTY: Fresno

TELEPHONE: (209) 268-8111

PROGRAM DESCRIPTION: Guarantee Savings employs young people to work in various areas of the business, primarily for the education of the youth. There is almost always a collateral benefit which the company receives from the actual output of work done by the trainee. This program is administered by the company's Human Resources Department.

DESCRIPTORS: Summer Youth Programs

PROGRAM TITLE:	Vocational Exploration Project (VEP)
NAME OF CONTACT:	J. J. Arnold
TITLE:	Manager, Community Interface Program
COMPANY OR ORGANIZATION:	Rockwell International Corporation
ADDRESS:	12214 Lakewood Boulevard Downey, CA 90241
COUNTY:	Los Angeles
TELEPHONE:	(213) 922-4913

PROGRAM DESCRIPTION: The Vocational Exploration Project is a summer youth employment program sponsored by Rockwell International in conjunction with the Los Angeles schools. During the six-week program, students are exposed to a wide variety of jobs to acquaint them with an array of career possibilities. The program enables students to interact with skilled employees and management on a one-to-one basis. VEP students are prescreened by local school districts. The schools also monitor the program and provide ten semester units of credit to the participants.

DESCRIPTORS: Summer Youth Programs; Work Experience; Career Exploration

PROGRAM TITLE:	Upward Bound Program
NAME OF CONTACT:	Dale Van Natta
TITLE:	Manager, Community Services
COMPANY OR ORGANIZATION:	TRW
ADDRESS:	One Space Park Redondo Beach, CA 90278
COUNTY:	Los Angeles
TELEPHONE:	(213) 535-974

PROGRAM DESCRIPTION: TRW hosted ten high school summer interns participating in the Harvey Mudd College Upward Bound Program. The state-funded program is designed to help intellectually gifted students, who otherwise might not have the opportunity, to identify career choices and pursue college education. The students accepted six-week work assignments at TRW in areas of their choice. These included technical, legal and community relations activities. The students were provided with local living accommodations and a wage paid out of state funds. TRW also provided social activities and assisted the students in preparing a final report of their projects.

DESCRIPTORS: Summer Youth Programs; Career Exploration

PROGRAM TITLE:	Summer Youth Employment
NAME OF CONTACT:	Gary Rose
TITLE:	Processing Division Personnel
COMPANY OR ORGANIZATION:	J. G. Boswell Company
ADDRESS:	P. O. Box 457, Corcoran, CA 93212
COUNTY:	Kings
TELEPHONE:	(209) 992-2141

PROGRAM DESCRIPTION: Students are employed both through coordination with the schools and independently by Boswell supervisors.

This program helps students learn the work ethic and attain skills, while it allows the company to observe and evaluate future potential employees.

This program has also helped students pay their own way for various school-sponsored trips and activities.

DESCRIPTORS: Summer Youth Programs

PROGRAM TITLE:	Oakland Mayor's Summer Jobs Program
NAME OF CONTACT:	Joseph F. Galiardi
TITLE:	Section Representative
COMPANY OR ORGANIZATION:	Allstate Foundation
ADDRESS:	2882 Sand Hill Rd. Menlo Park, CA 94025
COUNTY:	Alameda
TELEPHONE:	(415) 329-7207

PROGRAM DESCRIPTION: Allstate Foundation contributes financial support for the Mayor's Summer Jobs Program, which provides 700 summer jobs for the youth of Oakland each year.

DESCRIPTORS: Summer Youth Programs

PROGRAM TITLE:	Summer Youth Employment
NAME OF CONTACT:	Med Garcia
TITLE:	Employee Relations Manager
COMPANY OR ORGANIZATION:	Tenneco West
ADDRESS:	201 New Stine, Bakersfield, CA 93389
COUNTY:	Kern
TELEPHONE:	(805) 835-6000

PROGRAM DESCRIPTION: This summer work program gives high school students the opportunity to explore different facets of working in an industry or private sector business. In addition to job training, the program teaches basic responsibilities of employment such as punctuality. It also helps individuals determine areas of interest. Participants work in various departments for nine weeks. This program is funded by the state.

DESCRIPTORS: Summer Youth Programs

PROGRAM TITLE: First Break-Youth Opportunities Unlimited (YOU)

NAME OF CONTACT: Dwayne L. Brubaker

TITLE: Supervisor, Work Experience Education

COMPANY OR ORGANIZATION: Los Angeles Unified School District

ADDRESS: P. O. Box 3307, Los Angeles, CA 90051

COUNTY: Los Angeles

TELEPHONE: (213) 742-7513

PROGRAM DESCRIPTION: First Break-Youth Opportunities Unlimited is a cooperative effort between the Los Angeles Chamber of Commerce and the Los Angeles Unified School District to develop summer jobs and entry level part-time or full-time jobs for youth. The Chamber selects a large corporation to sponsor the program each year. The primary duties of the sponsor are to provide resources for publicity and operational supplies. The school district provides a program coordinator and clerical staff and employs high school student body officers as telephone solicitors to develop jobs. Job offers are referred to the high schools, where job applicants are selected and sent to employers for interview.

This placement service operates from about April 1 through mid-August each year. The program has been operating for 11 years. The number of jobs developed each year ranges from approximately 7,000 to over 12,000 positions.

Corporate sponsors of YOU over the past decade have included Ralph's Market, Union Oil, IBM, SOCAL, ARCO, Bank of America and First Interstate Bancorp.

DESCRIPTORS: Summer Youth Programs

PROGRAM TITLE: Mayor's Summer Jobs Project

NAME OF CONTACT: Doug Jones

TITLE: External Affairs Manager

COMPANY OR ORGANIZATION: Pacific Bell

ADDRESS: 2150 Webster St., Rm. 1042
Oakland, CA 94612

COUNTY: Alameda

TELEPHONE: (415)645-8643

PROGRAM DESCRIPTION: The Oakland Mayor's Summer Jobs Project has been in operation for 16 years. Its purpose is to provide a coordinated effort between the business community and the city to find summer work experience for Oakland Youth. The program is supported by contributions from both large and small businesses throughout the community. In addition to making a financial contribution, Pacific Bell provides managerial expertise to coordinate and publicize the program.

DESCRIPTORS: Summer Youth Programs

PROGRAM TITLE: Workreation Program

NAME OF CONTACT: Burton Weber

TITLE: Special Events Coordinator

COMPANY OR ORGANIZATION: Oakland Office of Parks and Recreation

ADDRESS: 1520 Lakeside Drive,
Oakland, Ca 94612

COUNTY: Alameda

TELEPHONE: (415)273-3090

PROGRAM DESCRIPTION: Now in its 30th year, Workreation is a summer program of work, recreation, counseling and career opportunity guidance for young men and women who have just completed the ninth grade in Oakland schools. The program is coordinated and supervised by the Oakland Office of Parks and Recreation. For the past three years, the program has been entirely funded by Pacific Bell, which came to the rescue after traditional funding by the city was eliminated in Proposition 13 budget cuts.

This year more than 120 students drawn from diverse ethnic and economic backgrounds were referred by principals and counselors to the Oakland office of the State Employment Development Department for interviews. The 120 selected for jobs were divided into three groups, each of which works for three-week periods covering the entire vacation period. Participants are assigned to regular work crews in Parks and Recreation, where they work four hours each weekday morning for the minimum wage of $3.35 per hour. In addition to their paychecks, students receive school credits for their work. On each of their three Wednesdays, students convene for two hours in the afternoon for Group Dynamics sessions. Each week three guest speakers represent various fields of interest; thus, in three weeks' time students have a chance to hear about and to discuss with nine experts what may become their life work.

Both the Peralta Community College District and the Oakland Unified School District are involved in the program. A representative of the Clorox Company is a member of the Workreation committee and also serves as a counselor during the program.

DESCRIPTORS: Summer Youth Programs; Career Exploration

PROGRAM TITLE:	Summer Jobs
NAME OF CONTACT:	Susan M. Fixmer
TITLE:	Personnel Manager
COMPANY OR ORGANIZATION:	Andros Analyzers Incorporated
ADDRESS:	2332 Fourth St. Berkeley, CA 94710
COUNTY:	Alameda
TELEPHONE:	(415) 849-1377, ext. 37

PROGRAM DESCRIPTION: Andros Analyzers Incorporated is a small manufacturer of electronic test equipment, employing approximately 65 people.

This summer employment was provided for five youths. The program is designed to give students an overview of a manufacturing environment. The goal is to provide diverse learning experiences by training students in as many areas as possible. Students are encouraged to rotate departments in order to observe the various operations and to gain an understanding of the total picture. Students are paid by the company at the rate of $3.35 per hour.

DESCRIPTORS: Summer Youth Programs

WORK EXPERIENCE

Work experience programs operate on the premise that hands-on experience is the best teacher. Most of the programs outlined in this section operate out of real work settings, in which students are trained and treated like company employees. At the same time, these programs emphasize the connection between work and education, motivating many participants to improve their academic performance and set their educational goals at higher levels. Most programs are limited to junior and senior students in high school, many of whom are facing career choices with little or no experience in the real world.

The beauty of work experience programs - of which the statewide Regional Occupational Program (ROP) is perhaps the oldest and best example - is their flexibility to respond to local job demands and opportunities. For instance, work experience in California's Central Valley may focus on agriculturally-related jobs, while in Silicon Valley, it can be designed to respond to employment needs of the computer industry.

For students using work experience education as a stepping stone into a job, these pre-graduation experiences provide valuable contacts in the business world. Upon graduation, many are hired by employers who trained them. But work experience does not cater only to those who will join the labor force out of high school. Several of the programs in this section recruit gifted students in math and science to give them a taste of careers involving advanced technology. Others work with low-income, disadvantaged youth to strengthen basic employment skills. Still others focus on job training for delinquent youth in group homes. ROP provides mainstream job opportunities for handicapped youth.

Businesss involvement is, of course, essential to the ongoing success of work experience education in California. Each year, thousands of employers throughout the state open their doors to train, guide and encourage youth to set goals for themselves in the workplace. Hundreds of thousands of youth have been served by these programs, which also help strengthen ties between educators, business and community groups.

PROGRAM TITLE:	Regional Occupational Program (ROP)
NAME OF CONTACT:	Kate Kowalski
TITLE:	Community/Educational Relations Officer
COMPANY OR ORGANIZATION:	Bank of America
ADDRESS:	555 South Flower St. Los Angeles, CA
COUNTY:	Los Angeles
TELEPHONE:	(213) 228-3352

PROGRAM DESCRIPTION: In the Regional Occupational Program, the bank works with other businesses and school districts throughout the state to provide opportunities for high school students to obtain academic credit while learning about particular businesses and industries.

Students participating in the program spend one and one-half hours per day in the bank's Southern California headquarters for one semester. In addition, they attend 15 six-hour Saturday classes.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Nonpaid High School Internship
NAME OF CONTACT:	Gayten Bernal
TITLE:	Community/Educational Relations Officer
COMPANY OR ORGANIZATION:	Bank of America #3700
ADDRESS:	Box 37000, San Francisco, 94137
COUNTY:	San Francisco
TELEPHONE:	(415) 622-1745

PROGRAM DESCRIPTION: Internships with the bank provide students with the opportunity to observe and experience the real world operation of a wholesale and retail financial organization. Candidates are selected by student referral agencies for bank placements and receive academic credit. The nonpaid internship is 15 weeks in length and involves a minimum of six hours weekly in the unit. Bank orientation and training sessions are mandatory. A recognition ceremony is held for students completing the program.

DESCRIPTORS: Work Experience

PROGRAM TITLE: Regional Occupational Program (ROP)

NAME OF CONTACT: Nancy McIntyre

TITLE: Community Affairs Officer

COMPANY OR ORGANIZATION: Security Pacific National Bank

ADDRESS: 333 South Hope Street,
Los Angeles, CA 90051

COUNTY: Los Angeles

TELEPHONE: (213) 613-5114

PROGRAM DESCRIPTION: Security Pacific National Bank provides an opportunity for over 1,000 high school students to receive on-the-job training through classes sponsored by the Regional Occupational Program in over 270 banking offices throughout the state. Participants come for bank teller and banking occupations classes.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	4 + 4 Program
NAME OF CONTACT:	Barry Moyer
TITLE:	Employment Supervisor
COMPANY OR ORGANIZATION:	Southern California Gas Company
ADDRESS:	810 South Flower Street, M.L. 303H Los Angeles, CA 90017
COUNTY:	Los Angeles
TELEPHONE:	(213) 689-2277

PROGRAM DESCRIPTION: This program offers year-round part-time jobs for high school students in the Gas Meter Repair shop. This provides financial assistance and general work experience for students while they continue their education.

4 + 4 refers to four hours of school and four hours of work. Employees are selected from the socially, economically and culturally disadvantaged.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Success on the Move
NAME OF CONTACT:	Sandra Dunn
TITLE:	Manager, Corporate Contributions
COMPANY OR ORGANIZATION:	Kaiser Aluminum & Chemical Corporation
ADDRESS:	300 Lakeside Drive Oakland, CA 94643
COUNTY:	Alameda
TELEPHONE:	(415) 271-8916

PROGRAM DESCRIPTION: Success on the Move approaches the problem of youth unemployment by focusing on basic skill improvement; the link between school and work; awareness of work opportunities; and motivation for improvement. The program involves public schools, industry and higher education in a collaborative effort.

Originating as a summer youth employment program, Success on the Move has developed and expanded over the past five years. It is now being developed as an in-school model at Oakland High School, with faculty and graduate students from the University of California, Berkeley, helping to develop a job-related, intensive skill curriculum.

The In-School Program involves eight classes, all of which are part of the regular Master Schedule at Oakland High School. All students within these classes are eligible to participate in the Program, which involves an application and interview procedure. Students are expected to achieve mastery in basic skills, attend classes regularly, and attend employability skills sessions during the spring quarter of the program. They are not paid for these sessions, but their successful completion of the program assures them of employment. For seniors, the goal is transition from part-time employment during the spring semester to full-time employment in the summer.

The program is supported by the public sector, private foundations, and major business firms, including Kaiser Aluminum & Chemical Corporation, American President Lines, Sealand Corporation and others.

DESCRIPTORS: Work Experience; Basic Skills Development

PROGRAM TITLE:	Enterprise for High School Students
NAME OF CONTACT:	Marcia Argyris
TITLE:	Manager, Community Relations
COMPANY OR ORGANIZATION:	Foremost-McKesson, Inc.
ADDRESS:	One Post Street San Francisco, CA 94104
COUNTY:	San Francisco
TELEPHONE:	(415) 983-8673

PROGRAM DESCRIPTION: This program assists students in finding part-time jobs during the school year and full-time jobs and apprenticeship positions during the summer. Foremost-McKesson hires seven to ten students on a part-time basis and also provides funds every summer to hire ten students for a special clean-up program.

For additional information about the program, contact Martha Brigham, Executive Director, Enterprise for High School Students, 3275 Sacramento Street, San Francisco, CA 94115.

DESCRIPTORS: Work Experience; Summer Youth Programs

PROGRAM TITLE: Cooperative Education (COOP)

NAME OF CONTACT: Nancy McIntyre

TITLE: Community Affairs Officer

COMPANY OR ORGANIZATION: Security Pacific National Bank

ADDRESS: 333 South Hope Street,
Los Angeles, CA 90051

COUNTY: Los Angeles

TELEPHONE: (213) 613-5114

PROGRAM DESCRIPTION: Cooperative Education (COOP) enables teacher-recommended students who have successfully completed a project STEP (Skills Training Educational program) or Regional Occupational Program (ROP) class to work for the bank a minimum of ten hours a week during their senior year in high school. Most of these students are offered permanent jobs at the completion of the program. The Security Pacific National Bank has been involved in COOP since 1980, and hundreds of Los Angeles Unified School District students have benefited from the bank's support.

DESCRIPTORS: Work Experience

PROGRAM TITLE: Project STEP (Skills Training Educational Program)

NAME OF CONTACT: Nancy McIntyre

TITLE: Community Affairs Officer

COMPANY OR ORGANIZATION: Security Pacific National Bank

ADDRESS: 333 South Hope Street,
Los Angeles, CA 90051

COUNTY: Los Angeles

TELEPHONE: (213) 613-5114

PROGRAM DESCRIPTION: Project STEP has been providing entry-level job skills training in bank-sponsored classes to more than 2,000 high school and adult students in each school for over ten years. The bank provides training areas, equipment and materials for over 100 classes held nights and Saturdays in over 40 of its banking facilities throughout California. Over 70 teachers are full-time bank employees who qualify for the California Designated Subject Teaching Credential. Subjects include banking teller, banking and financial occupations, proof operator, bank reconciling, word processing, data entry, credit occupations, credit counselor, office careers, loan reconciling and a personal economics module. Project STEP is offered in conjunction with California Regional Occupation programs and sponsoring public school districts.

DESCRIPTORS: Work Experience; Classroom Materials and Equipment

PROGRAM TITLE:	Advanced Career Training (ACT)
NAME OF CONTACT:	J. J. Arnold
TITLE:	Manager, Community Interface Program
COMPANY OR ORGANIZATION:	Rockwell International Corporation, ST&SG
ADDRESS:	12214 Lakewood Blvd., Downey, CA 90241
COUNTY:	Los Angeles
TELEPHONE:	(213) 922-4913

PROGRAM DESCRIPTION: ACT is a career exploration and training program for which Rockwell provides company facilities and equipment and group employees who volunteer their time as instructors and administrators. Classes are held from 5 to 7 p.m. each Tuesday and Thursday during the school year, in some 20 technical disciplines and support functions. An average of 400 high school students are bused to various buildings in the plant area, where they are supervised and instructed in actual work situations.

These courses are close simulations of the real work environment, and are conducted by volunteers who are professional employees experienced in their fields. The program provides access to industrial state-of-the-art equipment, processes, and management techniques normally not available in high schools. It also offers an opportunity for productive training.

As a result, students obtain realistic career guidance and are encouraged to meet challenges which help build confidence in their ability to compete for and succeed at jobs after high school. Also, by working with professionals, students are frequently motivated to raise their career goals and make a longer-term commitment to higher education.

In 1982, ACT served 32 high schools representing nine districts plus a large number of special permission enrollees. Nearly 5,000 students have gone through the ACT program since 1970.

Each year, Rockwell awards a number of four-year scholarships to ACT students on the basis of their performance in the program and their potential to pursue higher education or training. To date, 55 ACT scholarships have been awarded.

DESCRIPTORS: Work Experience; Career Exploration; Scholarship and Recognition Programs

PROGRAM TITLE: 4 + 4 Program

NAME OF CONTACT: Mark G. Matson

TITLE: Personnel Officer

COMPANY OR ORGANIZATION: Wells Fargo Bank

ADDRESS: 475 Sansome Street

COUNTY: San Francisco

TELEPHONE: (415) 396-4146

PROGRAM DESCRIPTION: This program provides work experience to high school students in various areas of banking. In addition to the work experience, students also receive instruction on skills assessment, resume writing, interviewing techniques, effective use of want ads/temporary services/employment agencies, and careers in banking. This program takes place during the school year, four hours spent in class and four hours spent in work experience.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Rockwell Educational Advancement Program (REAP)
NAME OF CONTACT:	J. J. Arnold
TITLE:	Manager, Community Interface Program
COMPANY OR ORGANIZATION:	Rockwell International Corporation, ST&SG
ADDRESS:	12214 Lakewood Blvd., Downey, CA 90241
COUNTY:	Los Angeles
TELEPHONE:	(213) 922-4913

PROGRAM DESCRIPTION: The Rockwell Educational Advancement Program is a training and motivational experience for students which focuses on the relationship between school and the world of work, while generating the appropriate attitudes and understanding necessary for a successful transition from school to competition in the current labor market.

Through REAP, high school seniors are exposed to Engineering and technically-related fields, as well as other vocations and critical skill areas, with the purpose of acquainting them with the private sector work environment and employment responsibilities. Participants are students who have demonstrated high promise for success in mathematics and science through outstanding academic performance in high school. Students earn academic credit as they learn. They are in-plant during the regular school semester for a minimum of 20 hours a week.

Success of REAP is evidenced by the fact that dozens of students have acquired full-time positions at Rockwell as well as at other corporations while continuing their educational development at the university level.

DESCRIPTORS: Work Experience; Career Exploration; Math, Science and Energy Programs

PROGRAM TITLE:	Regional Occupational Program (ROP)
NAME OF CONTACT:	Victor Munoz
TITLE:	Vice President and Manager - Urban and Community Affairs
COMPANY OR ORGANIZATION:	First Interstate Bank of California
ADDRESS:	707 Wilshire Blvd., Los Angeles, CA
COUNTY:	Los Angeles
TELEPHONE:	(213) 614-3382

PROGRAM DESCRIPTION: The ROP is an ongoing program of First Interstate Bank and the Los Angeles Unified School District. The program involves the bank's headquarters building and several surrounding facilities. As part of the ROP class, students are assigned to various departments to learn the overall function of the department. They are under the supervision of bank employees and an instructor provided by the School District. In six years, 90 students per year have graduated.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Tulare County Organization for Vocational Education (Regional Occupational Center)
NAME OF CONTACT:	Gail A. Deculas
TITLE:	Executive Secretary
COMPANY OR ORGANIZATION:	California Federal Savings and Loan Association
ADDRESS:	5670 Wilshire Boulevard, Los Angeles, CA
COUNTY:	Los Angeles
TELEPHONE:	(213) 932-4031

PROGRAM DESCRIPTION: California Federal participated in the Tulare County Organization for Vocational Education program for the first time in 1982. Through this program the association provided on-the-job teller training for three participants. The trainees were stationed at Cal Fed Porterville, Visalia and Woodlake branches for six weeks, six hours per day. The Private Industry Council was responsible for payment of the students' salaries during this period of employment.

The program provides comprehensive vocational training through a combination of academic study and job-training.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Aircraft Engine Maintenance and Repair
NAME OF CONTACT:	Roger W. Ervin
TITLE:	Manager, Employee Education and Development
COMPANY OR ORGANIZATION:	Aviall, Inc.
ADDRESS:	3111 Kenwood St. Burbank, CA 91505
COUNTY:	Los Angeles
TELEPHONE:	(213) 842-5207

PROGRAM DESCRIPTION: Aviall has been conducting tours and administering Work Experience and Exploratory Work Experience on a regular basis for high school and college classes in aircraft engine mechanics.

The program has been in place for about 20 years. Schools in Burbank, Glendale, Los Angeles, Pasadena, Lancaster and Victorville have participated in the program.

The program is administered by Aviall's Training Department.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Regional Occupational Programs (ROP)
NAME OF CONTACT:	Rhonda Robbins
TITLE:	Employee Relations Coordinator
COMPANY OR ORGANIZATION:	Coast Federal Savings
ADDRESS:	18000 Chatsworth Granada Hills, CA 91344
COUNTY:	Los Angeles
TELEPHONE:	(213) 366-2800, ext. 6402

PROGRAM DESCRIPTION: The Regional Occupational Programs sponsored by the Los Angeles Unified School District offer job training, vocational counseling and job placement for high school students. Coast Federal is currently considering offering teller training through the ROP program. ROP students have been trained and/or hired in various Coast branches for many years.

DESCRIPTORS: Work Experience

PROGRAM TITLE: Modern Offices Need Employable Youth (M.O.N.E.Y.)

NAME OF CONTACT: Marilyn Runyan

TITLE: Teacher/Coordinator

COMPANY OR ORGANIZATION: Santa Cruz County ROP

ADDRESS: 809-H Bay Avenue, Capitola, CA 95010

COUNTY: Santa Cruz

TELEPHONE: (408) 476-7140

PROGRAM DESCRIPTION: M.O.N.E.Y. is a cooperative work experience program which targets students training for jobs in offices and banks. The program has been in operation for three years and serves approximately 20-25 students per year.

Students in the program receive in-class training directly related to occupational goals; in addition, they are placed in jobs in local business offices and banks (working as bank tellers, general office clerks, clerk-typists, bookkeepers, and secretaries). Students are paid by the employer; the program is funded by the County Office of Education and is operated at Watsonville High School.

Local businesspersons also form the advisory committee for the program. The Watsonville Chamber of Commerce has included a two-page summary/newsletter on the program as an insert to one of the mailings of the chamber's newsletter for each of the past two years. A program reception has been held each year to honor/thank the employers, advisory committee members, and students.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Vocational Agriculture - Ornamental Horticulture
NAME OF CONTACT:	Matt Zemny
TITLE:	Director of Agriculture
COMPANY OR ORGANIZATION:	Soquel High School
ADDRESS:	401 Old San Jose Road Soquel, CA 95073
COUNTY:	Santa Cruz
TELEPHONE:	(408) 429-3612

PROGRAM DESCRIPTION: This Vocational Agriculture program specializes in careers related to Ornamental Horticulture and other outdoor related fields. The program includes an Introductory Horticulture course as a foundation to advanced skill preparation for careers in nurseries, greenhouses, flower shops, landscaping and forestry/natural resources areas. Students gain experience through activities in the two-acre Outdoor Study Lab and required off-campus occupational experience.

Very close relationships are maintained with the Nurserymen's Association, Florist Association, Conservation District, county and state parks departments, and many private businesses. These groups help by providing advice on curriculum and facility development, materials for the projects, political support of the program, practical field activities, work study sites, and scholarships for outstanding class achievement.

DESCRIPTORS: Work Experience; Business Association Programs and Community Partnerships

PROGRAM TITLE: Vocational Agriculture

NAME OF CONTACT: Vince Bruno/Clare Downey

TITLE: Vocational Agriculture Instructors

COMPANY OR ORGANIZATION: Watsonville High School

ADDRESS: 250 E. Beach St.
Watsonville, CA 59076

COUNTY: Santa Cruz

TELEPHONE: (408) 728-6328

PROGRAM DESCRIPTION: This is a comprehensive Vocational Agriculture program with a recently acquired farm lab and livestock facility outside of town. On a regular basis, members of local California Farm Bureau act as guest speakers in Agriculture classes. Classes make periodic visits to local ranches hosted by the ranchers. The Future Farmers of America, the local California Young Farmers Adult Group and the California Ranchers Adult Group provide consulting services and demonstration programs. Coordination of work projects is accomplished through the Watsonville Chamber of Commerce and Agriculture, the Ag Committee, the 4-H and U.C. Agriculture Extension, and an active Community Business Advisory Committee which meets monthly.

DESCRIPTORS: Work Experience

PROGRAM TITLE: Work Experience Education Program

NAME OF CONTACT: Roy W. Meade

TITLE: Coordinator

COMPANY OR ORGANIZATION: Orange Unified School District

ADDRESS: 370 N. Glassell
Orange, CA 92666

COUNTY: Orange

TELEPHONE: (714) 771-7430

PROGRAM DESCRIPTION: The purpose of work experience education is to utilize the business-industrial complex of the community as a career training laboratory in which students can either learn or improve skills and assess capabilities in on-the-job situations. In addition, students can systematically observe task performance and conditions in actual work settings. This program assists young people in developing skills, habits, and attitudes conducive to job success and personal growth, and to help them choose and prepare for a career.

During the past school year approximately 1,200 students and 800 local businesses participated in the program.

Funding is provided through the California State Department of Education.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Regional Occupational Program (ROP) - Marconi Technical Center
NAME OF CONTACT:	Ann Mincher
TITLE:	Recruiting/Employee Development Supervisor
COMPANY OR ORGANIZATION:	Wismer & Becker Contracting Engineers
ADDRESS:	7820 Folsom Blvd. Sacramento, CA 95806
COUNTY:	Sacramento
TELEPHONE:	(916) 381-3930

PROGRAM DESCRIPTION: Wismer & Becker participates in the Regional Occupational Program with the Marconi Technical Center. The company utilizes ROP students on a semester basis in its Administrative Division. Students have worked for the past two years in the computer operator, clerical, accounting, and training areas.

Prior to participation in the ROP, Wismer & Becker utilized co-op students from local high schools, primarily Johnson High School.

DESCRIPTORS: Work Experience

PROGRAM TITLE: Marin County Regional Occupational Program (ROP)

NAME OF CONTACT: Alan Hopkins

TITLE: Acting Director

COMPANY OR ORGANIZATION: Marin County Office of Education

ADDRESS: P. O. Box 4925
San Rafael, CA 94913

COUNTY: Marin

TELEPHONE: (415) 472-4110

PROGRAM DESCRIPTION: Since 1970, the Regional Occupational Program in Marin County has trained 25,227 students in 30 trades or occupations. During the past school year the ROP served 2,500 high school students and adults, providing them with both entry level and upgraded job skills ensuring initial and continued employment. The ROP works in cooperation with local businesses in the county to provide students with on-the-job training. Approximately 150 members of business and industry are involved with advisory committees which ensure meaningful job skill identification, provide a verified labor market demand, and encourage student placement in every training course offered.

Training programs are developed based on current job market demands and student employment interest. For example, training programs are offered in the following occupations:

Auto Maintenance and Repair
Banking Occupations
Child Care Occupations
Cosmetology
Electric Occupations
Graphic Arts
Health Services Occupations
Landscape/Gardening
Merchandising and Sales
Motorcycle/Small Engine Maintenance
Office Occupations/Word Processing
Printing Technology
Restaurant Occupations
Telecommunications
Video Communications
Welding Technology

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Regional Occupational Program (ROP)
NAME OF CONTACT:	Roy W. Meade
TITLE:	Coordinator
COMPANY OR ORGANIZATION:	Orange Unified School District
ADDRESS:	370 N. Glassell, Orange, CA 92666
COUNTY:	Orange
TELEPHONE:	(714) 771-7430

PROGRAM DESCRIPTION: Regional occupational programs help high school students and adults to become gainfully employed. In addition to formal classroom instruction, ROPs and local businesses in the community cooperate to provide students with on-the-job training using the community classroom concept.

During the past school year approximately 1,000 students and 400 local businesses were involved in the program in Orange County.

Funding for the program is provided through the California State Department of Education.

DESCRIPTORS: Work Experience

PROGRAM TITLE: 49er Regional Occupational Program

NAME OF CONTACT: Jaclyn Sklarew

TITLE: Director

COMPANY OR ORGANIZATION: Placer County Office of Education

ADDRESS: 360 Nevada St.
Auburn, CA 95603-3779

COUNTY: Placer

TELEPHONE: (916) 823-6222, ext. 31

PROGRAM DESCRIPTION: The 49er Regional Occupational Program involves over 500 business and industry sites at which students receive job training in fields which will enable them to obtain employment upon graduation. For example, the 49er ROP

- trains all entry level employees for Crocker Bank and Bank of Alex Brown through its Banking and Finance Program in the Auburn area. Students train at more than 500 business and industry sites. This program represents a total joint partnership between education and business and industry.
- trains all entry level employees for Daughtrey's, Payless, Long's, Pay'n'Save, and Lumberjack stores in the Auburn/Grass Valley area through its Retail Sales and Construction program.
- teaches students electronics technology at the new Roseville Hewlett-Packard plant.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Food Service Occupations Course
NAME OF CONTACT:	Art Smith
TITLE:	Director, Regional Occupational Program (ROP)
COMPANY OR ORGANIZATION:	San Bernardino County Schools
ADDRESS:	201 North E Street San Bernardino, CA 92415
COUNTY:	San Bernardino
TELEPHONE:	(714) 383-2091

PROGRAM DESCRIPTION: This program is designed to train young people and adults for entry level employment in the food service industry. It is housed in the Eastern Division headquarters of Southern California Edison Company, which provided an unused cafeteria in the office which was equipped and furnished.

The customers are Southern California Edison Company employees and their guests. Students also learn catering skills by preparing and serving food for special occasions throughout the community.

The program also has been successful in training special needs students.

DESCRIPTORS: Work Experience

PROGRAM TITLE: Private Sector Internship for Disadvantaged Youth

NAME OF CONTACT: Virginia Rebata

TITLE: Director

COMPANY OR ORGANIZATION: San Mateo County Office of Education - Youth Employment Program

ADDRESS: 700 S. Claremont #109
San Mateo, CA 94402

COUNTY: San Mateo

TELEPHONE: (415) 573-3544

PROGRAM DESCRIPTION: The purpose of this program is to expose youth (ages 14-18) from low-income families to on-the-job work experience in a variety of local businesses. Over 350 youth receive instruction in job search techniques, career awareness workshops, and personal and vocational counselling to supplement their work experience.

The program operates throughout San Mateo County and relies on the business community to provide worksites for part-time student workers. Students receive a stipend varying from $1.67/hr. to $3.35/hr. Employers supervise and train the youth. Many program participants become regular employees at the program's end. The program has been successful in placing hard-to-employ youth in entry-level jobs for over seven years.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Fred C. Nelles School for Boys, California Youth Authority
NAME OF CONTACT:	J. J. Arnold
TITLE:	Manager, Community Interface Program
COMPANY OR ORGANIZATION:	Rockwell International Corporation, ST&SG
ADDRESS:	12214 Lakewood Blvd., Downey, CA 90241
COUNTY:	Los Angeles
TELEPHONE:	(213) 922-4913

PROGRAM DESCRIPTION: The Fred C. Nelles School for Boys, California Youth Authority System houses young men ranging from 12 to 17 years of age. To augment the Nelles School educational program, Rockwell has developed skills-training classes in welding, industrial communications, small appliance repair and blueprint reading. Course instruction offers positive and constructive training for program graduates and gives them a marketable employment skill when released from the California Youth Authority.

Each semester, Rockwell hosts a graduation ceremony and presents certificates of completion to graduates. Rockwell has been involved in youth/skills development for ten years.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Work Experience Program
NAME OF CONTACT:	Gary Rose
TITLE:	Processing Division Personnel
COMPANY OR ORGANIZATION:	J. G. Boswell Company
ADDRESS:	P. O. Box 457, Corcoran CA 93212
COUNTY:	Kings
TELEPHONE:	(209) 992-2141

PROGRAM DESCRIPTION: The Vocational Education Coordinator of Corcoran High School coordinates the temporary hiring of advanced students, generally clerical, for part-time employment at J. G. Boswell Co. The program provides students with diversified, meaningful tasks in a working office environment. Students in other subject areas, such as agriculture, are offered similar programs in their particular fields. The company employs from five to 15 students per year. Students are closely supervised and evaluated in this program.

DESCRIPTORS: Work Experience

PROGRAM TITLE: Career Opportunities for Youth (COY)

NAME OF CONTACT: Deborah Ranier

TITLE: Employee Relations Representative

COMPANY OR ORGANIZATION: Hughes Aircraft Company - Canoga Park

ADDRESS: 8433 Fallbrook
Canoga Park, CA

COUNTY: Los Angeles

TELEPHONE: (213) 702-2176

PROGRAM DESCRIPTION: The Career Opportunities for Youth Program (COY) began at Hughes Aircraft Company in Canoga Park in 1970-71. The program presently involves three San Fernando Valley high schools, chosen because of large minority populations and high drop-out rates. The purpose of the program is to encourage students to continue their education and to provide exposure to technical and business fields.

COY is administered through the high school and coordinated with a Hughes representative. Funding for the program is paid for by the company, and transportation has been arranged through the Regional Occupational Program.

COY students receive academic credit for their participation in the program. The first semester is spent in orientation and touring various facilities. Here students are exposed to career areas primarily within engineering, computer science and some business. The second semester, and each successive semester, students spend one afternoon a week working with professional individuals in various fields. Students rotate into a different job area each semester.

Students who are graduating and have been involved in COY become eligible for financial aid in the form of a grant to further their education. The Missile Systems Group has donated $5,000 for this purpose.

DESCRIPTORS: Work Experience; Scholarship and Recognition Programs

PROGRAM TITLE:	Vocational Industry Partnerships Program (VIPP)
NAME OF CONTACT:	Irene Connolly
TITLE:	Director of Personnel
COMPANY OR ORGANIZATION:	Saga Corporation
ADDRESS:	One Saga Lane, Menlo Park, CA 94025
COUNTY:	San Mateo
TELEPHONE:	(415) 854-5150

PROGRAM DESCRIPTION: The Vocational Industry Partnerships Program was begun in 1981-82 to enable Sequoia Union High School students to participate in an extended learning situation. Junior and senior high school students, prescreened against Saga position specifications by VIPP coordinators, train ten hours per week at a Saga location for a semester or a full year. The students work directly under the supervision of a business or industry professional. Although the training is unpaid, part-time paid positions are sometimes provided.

The program goal is for VIPP graduates to enter the work world after graduation with a saleable skill.

DESCRIPTORS: Work Experience

PROGRAM TITLE: Part-Time Student Workers

NAME OF CONTACT: John Kubas

TITLE: Vice President, Human Resources

COMPANY OR ORGANIZATION: Saga Corporation - Straw Hat Pizza Division

ADDRESS: 6400 Village Parkway
Dublin, CA 94568

COUNTY: Alameda

TELEPHONE: (415) 829-1500

PROGRAM DESCRIPTION: Over 1,200 high school students have worked for Straw Hat Pizza during this past year in California. In many cases these jobs lead to full-time positions following graduation. Saga's in-service training programs support the concept of individual growth, and the company promotes from within.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Work Experience
NAME OF CONTACT:	Med Garcia
TITLE:	Employee Relations Manager
COMPANY OR ORGANIZATION:	Tenneco West
ADDRESS:	201 New Stine, Bakersfield, CA 93389
COUNTY:	Kern
TELEPHONE:	(805) 835-6000

PROGRAM DESCRIPTION: Three to six junior and senior students in high school participate in the work experience program each year. Students work half-days for minimum wage and at the same time get school credits. The program is designed to train and educate young people on how to handle different work situations in their chosen career area. The focus of this program is on clerical skills.

In addition to participating in work experience, Tenneco makes contributions of materials and equipment to schools; supports local education foundations; and helps fund local nonprofit educational organizations.

DESCRIPTORS: Work Experience; Classroom Materials and Equipment; School Foundations; Educational Nonprofits

PROGRAM TITLE:	Contributions to Schools
NAME OF CONTACT:	Ed F. Mears
TITLE:	Vice President, Administration & Assistant Treasurer
COMPANY OR ORGANIZATION:	West Coast Life Insurance Company
ADDRESS:	1275 Market Street San Francisco, CA 94103
COUNTY:	San Francisco
TELEPHONE:	(415) 552-6200

PROGRAM DESCRIPTION: West Coast Life Insurance contributes to local education in the following ways:

4/4 program: The company provides half-day work opportunities for local high school students.

Donations: Surplus furniture and other donations of paper goods are made and delivered to schools in need by the company.

Youth in Business Day: Two students from local high schools spend a day with one of the company executives. The day includes tours of major departments, and students are also given an overview of various careers in insurance. This program is sponsored by the Junior Chamber of Commerce.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Kings Regional Occupational Program (ROP)
NAME OF CONTACT:	Vern Starr
TITLE:	Director, Kings Regional Occupational Program
COMPANY OR ORGANIZATION:	Kings County Superintendent of Schools
ADDRESS:	1144 West Lacey Blvd. Hanford, CA 93230
COUNTY:	Kings
TELEPHONE:	(209) 582-2823

PROGRAM DESCRIPTION: The Kings Regional Occupational Program is a county-wide educational service which provides job training, counseling and placement assistance to residents of Kings County. This is a joint effort of the Kings County Superintendent of Schools, County Board of Education, high school districts and local business and industry to expand the vocational opportunities available to high school students and adults.

The Kings ROP has been in operation for eight years, starting in the 1975-76 school year. During that time approximately 4,000 students have taken advantage of the program, with a placement percentage in excess of 50 percent. Most of the 14 classes use community classroom concepts of vocational education, and all are taught by credentialed vocational teachers.

During the past year there were 600 trainees in community training sites furnished by the business and industries of Kings County.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Regional Occupational Program (ROP)
NAME OF CONTACT:	Susan Thompson
TITLE:	Projects Director
COMPANY OR ORGANIZATION:	Lake County Office of Education
ADDRESS:	1152 South Main Street Lakeport, CA 95453
COUNTY:	Lake
TELEPHONE:	(707) 263-7069

PROGRAM DESCRIPTION: The Regional Occupational Program provides vocational training to high school students and adults for entry-level positions in the world of work. The program has been in operation for two years. Since Lake County is isolated geographically and educationally from universities and trade schools, the ROP provides a much needed education for students.

Over 500 students partipated in ROP courses during the 1982-83 school year, with 21 teachers conducting classes in vocational training. The program is state-funded and administered by the Lake County Office of Education. It operates in the following communities: Kelseyville, Lakeport, Lower Lake, Middletown and Upper Lake. Local business participates as advisory committee members who help design course content, provide technical advice and serve as resource persons.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Career Guidance and Work Experience
NAME OF CONTACT:	Robert Duff
TITLE:	Career Guidance Counselor
COMPANY OR ORGANIZATION:	El Cajon Valley High School
ADDRESS:	1035 E. Madison Ave. El Cajon, CA 92021
COUNTY:	San Diego
TELEPHONE:	(619) 579-5855

PROGRAM DESCRIPTION: Several agencies within El Cajon, including but not limited to American Red Cross, California Federal Savings, and El Cajon Valley Hospital, have assisted in the career education of El Cajon youth through the Exploratory Program. Students in this program have the opportunity for on-the-job, hands-on work experience, for which they receive academic credit. The purpose is to better acquaint them with career opportunities.

In addition, about 170 employers cooperate with the school in placing between 90 and 130 students in jobs that fit both school and employer schedules. Students receive pay and credit for the development of employment attitudes and job-related activities.

Finally, each year many professionals from the El Cajon Valley speak to specific classes on their careers. Names of participating companies - too numerous to list here - are available upon request.

DESCRIPTORS: Work Experience

PROGRAM TITLE: Work Experience Education

NAME OF CONTACT: Dwayne L. Brubaker

TITLE: Supervisor, Work Experience Education

COMPANY OR ORGANIZATION: Los Angeles Unified School District

ADDRESS: P. O. Box 3307, Los Angeles, CA 90051

COUNTY: Los Angeles

TELEPHONE: (213) 745-7513

PROGRAM DESCRIPTION: Work Experience Education is an elective high school subject in which students earn credit toward graduation with a combination of on-the-job experiences and related classroom instruction. It is a cooperative program among schools, businesses and the community to assist students in the transition from school to full-time employment. The program provides some students with the economic assistance they need to remain in school until graduation. For employers, the program provides a source of trainees and part-time help.

The program has been in operation since 1941. Approximately 12,000 students participate with over 5,000 employers providing the training sites.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Los Angeles Business Labor Council - A Model Program
NAME OF CONTACT:	Joni Kloss
TITLE:	Assistant Staff Manager - External Affairs
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	1010 Wilshire Blvd., Los Angeles, CA 90017
COUNTY:	Los Angeles
TELEPHONE:	(213)975-5359

PROGRAM DESCRIPTION: The effective transition from school to full-time employment is the goal of educators and business people alike. A model program designed to aid in that transition was submitted to the Los Angeles Business Labor Council by Gerald Foster, Vice President - Pacific Bell. The council adopted this 3 phase program as one of their projects for the 1983 school year.

During the first phase, students undergo orientation to the program and receive counseling to prepare for a part-time job. They interview for placement into desired positions with employers who have agreed to participate. If hired, the student, counselor and employer prepare a contract that ensures the student will receive the necessary training to be successful while maintaining school requirements. If not hired, the student will return to orientation to acquire additional skill development or develop different skills.

In phase two, the student spends half a day on the job and half a day in school, acquiring on-the-job experience while building skills in the classroom. In the final phase, the student moves into the full time position.

This program will be extended to 100 students in the Los Angeles Unified School District.

DESCRIPTORS: Work Experience; Business Association Programs and Community Partnerships

PROGRAM TITLE:	Career Links
NAME OF CONTACT:	Ken Mercer
TITLE:	Staff Manager
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	One Annabel Lane San Ramon, CA 94583
COUNTY:	Alameda
TELEPHONE:	(415) 820-4460

PROGRAM DESCRIPTION: Pacific Bell participates in the Career Links program which is administered through the Amador Valley Joint Union High School in Pleasanton. Career Links matches high school students with employment opportunities within the community. Students benefit from the program not only by gaining valuable work experience but also by receiving detailed weekly evaluations of their performance to enable them to develop their work skills to the fullest.

This year, Pacific Bell provided a job in its Engineering Department for one student.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Oakland Youth Works
NAME OF CONTACT:	Joan Dark
TITLE:	Executive Director
COMPANY OR ORGANIZATION:	Oakland Youth Works
ADDRESS:	1515 Webster Street Oakland, CA 94612
COUNTY:	Alameda
TELEPHONE:	(415)763-9890

PROGRAM DESCRIPTION: The Oakland Youth Works is a flexible work/study program designed to train and move young people into full or part-time entry-level jobs with career potential. When a trainee is hired, the employer participates in the development of the work/study plan to ensure that the training is specifically beneficial to the needs of the company. Classroom instruction is handled cooperatively by the Oakland Public Schools and the Peralta Community College District. Project staff continually counsel and supervise the trainee throughout the first six months on the job.

Kaiser Aluminum has supported Oakland Youth Works for two years through direct contributions, in-kind services, and providing jobs for youth.

This program is widely supported by other major Bay Area employers, including Bank of America, Bechtel Industries, Capwell's, Clorox, Crocker Bank, Grubb & Ellis Real Estate, Safeway, Pacific Bell and many more.

DESCRIPTORS: Work Experience

PROGRAM TITLE:	Regional Occupational Program

CONTACTS:

Kenneth A. Main ROP Coordinator Santa Barbara County Schools 1517 Stowell Center Plaza, Suite E Santa Maria, CA 93454 (805) 925-6263	John M. Ingram ROP Coordinator Santa Barbara County Schools 4400 Cathedral Oaks Rd. P. O. Box 6307 Santa Barbara, CA 93160 (805) 964-4711, ext. 461
COUNTY:	Santa Barbara

PROGRAM DESCRIPTION: The Santa Barbara County Schools Regional Occupational Program offers an excellent example of how schools and the business community can interact for the betterment of our students. ROP offers practical vocational training classes that are tied to the local employment market. Local business and industry are actively involved in program advisory committees to plan new classes, update course curriculums, hire instructors, recommend equipment purchases, monitor programs and hire program graduates. These community members also donate their time as guest speakers, open up their facilities to class field trips and even donate equipment and supplies to our programs.

The community as a whole benefits from this joint venture of business and education. Students gain skills and obtain jobs through the program, and employers gain trained employees.

The North County ROP program serves Santa Maria, Santa Ynez, and Lompoc. Each year some 1,400 students attend the program, which is administered through county offices. This ROP program has been in existence for eight years.

ROP includes training programs in banking, hospitality occupations, advertising and merchandising, nursing, airport occupations, hospital unit clerks, animal care, and restaurant occupations. A high percentage of those trained in ROP are placed in jobs in their areas of training after going through the program.

DESCRIPTORS: Work Experience; Employee Volunteer Programs; Classroom Materials and Equipment

PROGRAM TITLE:	Regional Occupational Program (ROP)
NAME OF CONTACT:	Fran Trout
TITLE:	ROP Coordinator, Sonora High School
COMPANY OR ORGANIZATION:	Sonora and Summerville High Schools
ADDRESS:	Sonora High, 430 N. Washington St. Sonora, CA 95370 Summerville High, 17555 Tuolumne Rd. Tuolumne, CA 95379
COUNTY:	Tuolumne
TELEPHONE:	Sonora High (209) 532-5511 Summerville High (209) 928-4228

PROGRAM DESCRIPTION: ROP is designed to prepare students for employment in particular fields. It provides a wide variety of specialized vocational programs for students over 16 years of age, and for adults. Services offered by ROP include job training, vocational counseling, and job placement assistance; students can also earn high school credits in the program. Training develops marketable skills, abilities, attitudes, and work habits so students may secure jobs, up-grade skills, and prepare for advanced vocational training.

Classes are offered only after careful research reveals a promising job outlook in that field, thereby enhancing students' chances for future employment.

Tuolumne County schools are part of the ROP which also includes Stanislaus and Mono counties.

DESCRIPTORS: Work Experience

PROGRAM TITLE: ROP/Industrial Education Aids Program
Youth Alternative Education Program

NAME OF CONTACT: Louis J. Cavallini

TITLE: Director

COMPANY OR ORGANIZATION: Vocational Education Department

ADDRESS: Sonoma County Office of Education
County Administration Center
Rm. 111-E, 410 Fiscal Drive
Santa Rosa, CA 95401

COUNTY: Sonoma

TELEPHONE: (707) 527-2454

PROGRAM DESCRIPTION: Business and industry are involved in three ongoing programs operated out of the Sonoma County Office of Education: the ROP program, the Industrial Education Aids Program, and the Youth Alternative Education Program. Each is designed around job training and employment skills.

ROP trains both high school students and young adults in entry-level occupations. The program has been in existence since the early '70s as an ADA, state-funded, public-education program serving Sonoma County residents. Local industry serves on advisory committees which review course design and materials. In addition, business and industry in Sonoma County hire many students after they have been trained through ROP.

The Industrial Education Aids Program is a federally-funded project through the State Department of Education. This program provides funds for educators in junior high, high school, community colleges, ROP programs, and four-year schools to gain up-to-date skills in industry training. In-service training for teachers is occurring in the areas of woodworking, metals, drafting, and electronics.

The Youth Alternative Education Program is funded through the Job Training Partnership Act (formerly CETA). It gives economically disadvantaged students an opportunity to finish high school while working.

DESCRIPTORS: Work Experience; Teacher Internships and Training; Employee Volunteer Programs

PROGRAM TITLE: Cooperative Vocational Education
Community Classroom Training

NAME OF CONTACT: Clell D. Hoffman

TITLE: Director

COMPANY OR ORGANIZATION: Occupational Preparation Division

ADDRESS: Office of the Los Angeles County
Superintendent of Schools
9300 East Imperial Highway
Downey, CA 90242

COUNTY: Los Angeles

TELEPHONE: (213) 922-6111

PROGRAM DESCRIPTION: Regional Occupational Centers and programs receive tremendous community and business support throughout the state. In Los Angeles County, there are more than 1,000 businesses and industries that work with our ROC/P programs, and the programs are far too numerous to list here. The two primary areas, however, are described below:

- Cooperative Vocational Education: In this program, students are employed while ROP provides vocational education training.
- Community Classroom Training: Students are trained at job sites within the community. This generally provides the best possible training atmosphere.

These two programs are used by the majority of the ROC/Ps throughout the state, and there are literally tens of thousands of businesses and industries that support education through these systems. For more information on Los Angeles County's ROP programs, contact Clell D. Hoffman (above).
DESCRIPTORS: Work Experience; Employee Volunteer Programs

PROGRAM TITLE:	Real Alternatives Program (RAP)
NAME OF CONTACT:	Arturo Perkins
TITLE:	Education Coordinator
COMPANY OR ORGANIZATION:	Real Alternatives Program
ADDRESS:	1950 Mission St. San Francisco, CA 94110
COUNTY:	San Francisco
TELEPHONE:	(415) 863-2120

PROGRAM DESCRIPTION: RAP serves low-income, troubled youth in the Mission Community of San Francisco. Organized 14 years ago, RAP focuses on developing programs to help prevent juvenile delinquency; to mobilize the community to develop alternatives to youth imprisonment; and to seek community input into the decision-making process of the juvenile justice system. RAP offers basic education and job training activities, drug education and outreach projects, educational field trips, encouragement in the arts, and assistance in dealing with the courts. In addition, RAP oversees a small youth shelter and foster home placement.

A central program activity is the 4x4 Project, which focuses on development of positive attitudes toward holding down a part-time job, and acquisition of skills needed to enter the competitive job market. This program involves both education and vocational training, four hours each per day.

DESCRIPTORS: Work Experience

PROGRAM TITLE: Regional Occupational Programs

NAME OF CONTACT: Gordon Ray

TITLE: President, California Association of Regional Occupational Centers Programs

COMPANY OR ORGANIZATION: Mission Trails ROP

ADDRESS: 863 E. Laurel Drive
Salinas, CA 93905

COUNTY: Monterey

TELEPHONE: (408) 422-9678

PROGRAM DESCRIPTION: ROP has been in operation since the late 1960s as an ADA, state-funded public education program serving high school students. ROP offers specialized vocational and technical training in a wide variety of occupations, helping students attain the skills, knowledge and attitudes needed for employment in the field of their choice.

ROP's primary aim is to lead to entry level employment for participants; other measures of success include occupational upgrading or student enrollment in more advanced training or education programs.

Every high school district in California is now covered by an ROP program. Programs are administered by the county or through joint power agreements between counties. ROP serves a wide range of students, from slow learners to mentally gifted. In addition, it is the only work training program in which all handicapped students are mainstreamed into normal working situations (for example, two Downs Syndrome students are now working in Salinas). Students must be in the 11th or 12th grade to participate.

The ROP program enjoys a very close relationship with business and industry. Each program has a local business advisory committee overseeing each course. Advisory committees review and update course training materials, and also assist in placement of ROP students. Many thousands of businesses throughout the state work with ROP and have hired ROP graduates. In Los Angeles alone, more than 1,000 firms are currently working with the program. For more information, contact the local county office of education or the state ROP President, Gordon Ray (see above).

DESCRIPTORS: Work Experience; Employee Volunteer Programs

PROGRAM TITLE: San Diego County Regional Occupational Program (ROP)

NAME OF CONTACT: Dr. Richard B. Adams

TITLE: Programs Director

COMPANY OR ORGANIZATION: Department of Education
ADDRESS 6401 Linda Vista Road
San Diego, CA 92111

COUNTY: San Diego

TELEPHONE: (619) 292-3580

PROGRAM DESCRIPTION: The San Diego County ROP is a countywide public education service which provides job training, career counseling, and placement instruction for the residents of San Diego County. In operation since 1968, ROP provides entry-level job training, upgrading of existing skills, and preparation for advanced training for high school students, out-of-school youth, and adults.

Approximately 27,000 students will enroll in the program during 1982-83, with nearly 350 vocationally credentialed instructors providing the job training. Funded by state taxes, the program is administered by the county superintendent of schools and the staff of the Department of Education, San Diego County. Approximately 250 courses are provided in all high school and community college districts throughout San Diego County. Nearly 80 percent of the students who complete an ROP course are either employed or have enrolled in more advanced educational programs since the beginning of ROP.

Business and industry are heavily involved in each ROP course on an annual basis through participation in occupational Advisory Committee meetings. Business provides valuable advice regarding industry expectations of students completing ROP courses, job market information, recommendations about equipment and supplies for ROP job training courses, and student training through the community classroom (industry-based training programs). Industry representatives also participate in job fairs for students, donate equipment and supplies for classroom use, and help with the job placement of students following completion of training courses. Additionally, guest speakers from industry go into the classrooms to speak to the students, relating their jobs in business to the course instruction material.

DESCRIPTORS: Work Experience; Employee Volunteer Programs; Career Exploration; Classroom Materials and Equipment

PROGRAM TITLE:	Employer Information System
NAME OF CONTACT:	John Grisafe
TITLE:	Vocational Counselor
COMPANY OR ORGANIZATION:	Office of Riverside County Superintendent of Schools
ADDRESS:	3939 Thirteenth Street, p.O. Box 868 Riverside, CA 92502
COUNTY:	Riverside
TELEPHONE:	(714) 788-6508

PROGRAM DESCRIPTION: The Employer Information System was established in 1979. Since then, 3,300 local employers have contributed information on their job opportunities and skill requirements. This information is then used for vocational guidance, vocational training, and job placement. The employer data has been computerized so that analysis reports can be generated which highlight the training needs of the employment community, the skill requirements of employers, the reasons employers terminate employees, and the skills that the employers find lacking in their job applicants. This information has been extremely useful in planning vocational programs that fit the needs of the local employers.

DESCRIPTORS: Work Experience

PROGRAM TITLE: Council of Hospitality, Restaurant, Institutional Educators

NAME OF CONTACT: Fred Smith

TITLE: Vice President, Human Resources - Contract Group

COMPANY OR ORGANIZATION: Saga Corporation

ADDRESS: One Saga Lane, Menlo Park, CA 94025

COUNTY: San Mateo

TELEPHONE: (415) 854-5150

PROGRAM DESCRIPTION: The Human Resources Director of Saga Corporation is actively involved in various Voc-Tech high schools having programs in Food Service Management or Culinary Arts. Forms of involvement include field trips, career days, guest lectures, seminars, faculty consultations, co-op work study programs, and more.

DESCRIPTORS: Work Experience

CURRICULUM DEVELOPMENT AND REVITALIZATION

Business involvement in curriculum development has been largely confined to job-related training and career exploration activities. The introduction of computers in the classroom, however, could lead to a new level of involvement in this area, as businesses help shape computer courses and other curriculum tying technology in the workplace to classroom education.

Community-based business advisory groups are one of the most popular vehicles for shaping school curricula. These groups serve a variety of functions, including providing up-to-date information on industry job needs, materials for course development, and suggestions for improving the relevancy of certain job-training courses. In some programs, including the statewide Regional Occupational Program, business advisory committees regularly review content and format of each and every course offering.

This close attention ultimately results in lower training costs for business and industry; a better-prepared workforce that meets specific community job needs; and new channels of communication between educators and businesspeople in the surrounding area.

While the advisory committee model is particularly suited to job training activities, it could also be extended to areas such as English, math and sciences, where business input or involvement in course design might result in a workforce that is ultimately better-trained to meet the challenges of the workplace.

PROGRAM TITLE:	Building Construction and Building Repair and Maintenance Advisory Committee
NAME OF CONTACT:	Betty Seldner
TITLE:	Director, Performance Improvement Programs
COMPANY OR ORGANIZATION:	HR Textron Inc.
ADDRESS:	25200 West Rye Canyon Road, Valencia, CA 91355
COUNTY:	Los Angeles
TELEPHONE:	(805) 259-4030

PROGRAM DESCRIPTION: The Advisory Committee provides the Regional Occupational Program for the William S. Hart High School District with business input regarding what industrey looks for in hiring maintenance employees. Committee members provide insight into future trends in employment of maintenance personnel, allowing educators to direct students in obtaining highly employable skills.

DESCRIPTORS: Curriculum Development and Revitalization

PROGRAM TITLE:	Sequoia High School District
NAME OF CONTACT:	Margaret Meyer
TITLE:	Corporate Industrial Relations
COMPANY OR ORGANIZATION:	Ampex Corporation
ADDRESS:	401 Broadway, M.S. 2-18 Redwood City, CA 94063
COUNTY:	San Mateo
TELEPHONE:	(415) 367-3826

PROGRAM DESCRIPTION: Ampex corporation is the major employer in the area served by the Sequoia High School District. Managers from the company's Industrial Relations Department serve on the district's Office Practices Advisory Committee. By providing an employer's perspective on the skills needed by clerical employees, they help to ensure that students will be adequately prepared to obtain employment upon graduation. Through this cooperative venture, Ampex also agrees to hire high school graduates from the district.

DESCRIPTORS: Curriculum Development and Revitalization

PROGRAM TITLE:	Ad Hoc Committee, Newark-Fremont Regional Occupation Program (ROP)
NAME OF CONTACT:	Marina Jank
TITLE:	Manager of Human Resources
COMPANY OR ORGANIZATION:	Guardian Packaging Corporation
ADDRESS:	6590 Central Avenue, Newark, CA 94560
COUNTY:	Alameda
TELEPHONE:	(415) 797-3710

PROGRAM DESCRIPTION: A Guardian Packaging Corporation representative participates on an Ad Hoc Committee for the Newark-Fremont Regional Occupational Program. The purpose of the committee is to evaluate the ROP's current vocational education curriculum and to make recommendations for change based upon current and anticipated industry needs. Such industry-education collaboration will help to ensure that students receive skills training for jobs which will be in demand by industry.

DESCRIPTORS: Curriculum Development and Revitalization

PROGRAM TITLE:	Wm. S. Hart High School District Advisory Board
NAME OF CONTACT:	Ellen P. Levenson
TITLE:	Administrative Assistant to the President
COMPANY OR ORGANIZATION:	HR Textron Inc.
ADDRESS:	25200 West Rye Canyon Road, Valencia, CA 91355
COUNTY:	Los Angeles
TELEPHONE:	(805) 259-4030

PROGRAM DESCRIPTION: The District Advisory Board offers business and high school educators the opportunity to share their needs with one another. Business keeps high school counselors advised of their hiring needs so students can be directed toward obtaining employable skills. Counselors' Day tours provide junior and senior high school counselors first-hand knowledge of the skills required for the various jobs at the companies toured.

DESCRIPTORS: Curriculum Development and Revitalization; Career Exploration; Teacher Internships and Training

PROGRAM TITLE:	Greenhouse Project
NAME OF CONTACT:	Peggy Smithson
TITLE:	Director, Juvenile Court School
COMPANY OR ORGANIZATION:	Alameda County Juvenile Court School
ADDRESS:	2400 Fairmont Drive San Leandro, CA 94578
COUNTY:	Alameda
TELEPHONE:	(415) 577-1083

PROGRAM DESCRIPTION: The Greenhouse Project began as an effort to revitalize curriculum for younger adjudicated delinquents at Chabot Ranch. Community support via the Juvenile Justice Commission and a former Grand Jury member developed into a fund-raising committee which secured over $40,000 to pay for purchase of a commercial-sized greenhouse and for construction costs.

Many businesses and corporations as well as individual donors have contributed to the funding effort. Additionally, businesses in related fields have made contributions of materials such as plants, containers, soil, tools, etc.

This project emphasizes career education for a special school population.

DESCRIPTORS: Curriculum Development and Revitalization

PROGRAM TITLE:	Richmond Unified School District
NAME OF CONTACT:	Donald A. Duffy
TITLE:	Vice President, Public & Community Relations
COMPANY OR ORGANIZATION:	Kaiser Foundation Hospitals
ADDRESS:	One Kaiser Plaza, Suite 2725 Oakland, CA 94612
COUNTY:	Alameda
TELEPHONE:	(415) 271-2604

PROGRAM DESCRIPTION: Health education curriculum in elementary schools is funded by a grant from Kaiser Foundation Hospitals. The curriculum was developed initially for grades two, three, and four and since has been extended to higher grades.

DESCRIPTORS: Curriculum Development and Revitalization

PROGRAM TITLE:	Pacoima Skills Center Advisory Committee
NAME OF CONTACT:	Doreen Thomas
TITLE:	EEO Programs Representative
COMPANY OR ORGANIZATION:	Rocketdyne
ADDRESS:	6633 Canoga Avenue Canoga Park, CA
COUNTY:	Los Angeles
TELEPHONE:	(213) 710-4266

PROGRAM DESCRIPTION: The center provides vocational training for various entry level electronics, machinists, clerical and shipping and receiving positions. In operation since 1965, the center is funded by county, city and state agencies. There are currently ten instructors and two counselors at the center, who provided more than 500 students with vocational training over the past year. The skills center serves all San Fernando Valley areas, except Glendale and Burbank.

San Fernando High School Alternative Program is also affiliated with Pacoima Skills Center. Former dropouts earn high school credits while learning trades at Pacoima Skills Center. This program is funded by Los Angeles Unified School District and the Los Angeles City Comprehensive Training and Employment Act (CETA).

Rocketdyne participates on the center's advisory board.

DESCRIPTORS: Curriculum Development and Revitalization

PROGRAM TITLE:	Institute of Computer Technology
NAME OF CONTACT:	C. Donald Allen, Jr.
TITLE:	Vice President
COMPANY OR ORGANIZATION:	Pacific Valley Bank
ADDRESS:	333 West Santa Clara St. San Jose, CA 95113
COUNTY:	Santa Clara
TELEPHONE:	(408) 244-1700

PROGRAM DESCRIPTION: The Institute of Computer Technology is California's first high school devoted to computer studies. It is the product of a joint powers agreement between three school districts in the Santa Clara Valley, and of the strong cooperation and support of Santa Clara County businesses.

Founded roughly one year ago, the institute is designed to supplement a regular school curriculum. It has served some 2,500 students, from kindergarten through 12th grade. The school also serves adults. Courses range from beginning courses in how to use a computer to advanced courses and specialized training; students may attend class from anywhere between three hours and three weeks.

Business firms in Santa Clara County were the primary impetus behind formation of this school. Last year, firms provided some $700,000 in loaned executive time, equipment donations, and cash contributions. A board of directors composed primarily of businesspeople, including representatives of Lockheed, Pacific Valley Bank and IBM, was responsible for governance during the first year of school operations. This Board also guided development of the institute's curriculum.

At the time of the writing, the school is waging a battle in Sacramento for financial support. While it seems very likely that the funding will come through, the institute will continue to rely heavily on area business firms to carry out quality programs and donate equipment.

DESCRIPTORS: Curriculum Development and Revitalization

TEACHER INTERNSHIPS AND TRAINING

Business firms and organizations throughout California play an active role in teacher training via summer courses, workshops and sponsorship of guest lecture and seminar programs. Many firms also provide paid summer internships for teachers, who often contribute to the workplace by developing educational programs for employees and updating training activities.

Business-sponsored programs for teachers cover such topics as energy, visual arts, sciences, economics, the environment and computer education. Many of these courses are designed to update educators on new developments in their fields, with the added benefits of stimulating fresh thinking and new perspectives. Business courses also enable teachers to obtain first-hand knowledge of career options, skills requirements, and job opportunities within given fields. This information is particularly valuable today, as technology rapidly alters employment needs in a variety of industries.

Summer internships provide an even better glimpse of the business world for educators, who also have the opportunity to earn extra income through these programs. Internships can be structured around a particular job in which a teacher's skills will be useful, or they can revolve around exposing educators to a variety of experiences in a business setting.

Business-sponsored training may be one of the most effective ways of improving local education. Many activities have a ripple effect which passes through schools and entire districts. For instance, energy education was first introduced in many parts of the state through company-sponsored training courses for teachers. Computer education is also being introduced to many schools in this way.

PROGRAM TITLE:	Teacher Internship - Teaching
NAME OF CONTACT:	Mark G. Matson
TITLE:	Personnel Officer
COMPANY OR ORGANIZATION:	Wells Fargo Bank
ADDRESS:	475 Sansome Street
COUNTY:	San Francisco
TELEPHONE:	(415) 396-4146

PROGRAM DESCRIPTION: Wells Fargo Bank provides two teacher internship programs which demonstrate the ways in which business-education partnerships provide a unique opportunity to share skills and experience.

Work Experience Internship - Wells Fargo provides a four-week summer internship for two teachers to expose them to banking and provide them with job experience in areas of their interest. The internship provides the teachers with direct experience in business which has the potential for curriculum enhancement in their own classrooms.

Teaching Internship - Wells Fargo hires two teachers each summer to develop curriculum and train bank employees in the areas of English, typing and business procedures. The bank and its employees benefit from the professional skills which the teachers bring to the business setting.

DESCRIPTORS: Teacher Internships and Training

PROGRAM TITLE: Getty Institute for Educators on the Visual Arts

NAME OF CONTACT: Thomas L. Lee

TITLE: President - Valencia Corporation (a subsidiary)

COMPANY OR ORGANIZATION: The Newhall Land and Farming Company

ADDRESS: 23823 Valencia Boulevard
Valencia, California 91355

COUNTY: Los Angeles

TELEPHONE: (805) 255-4020 or (213) 362-1515

PROGRAM DESCRIPTION: The Getty Institute is a summer program which focuses on intensive training in teaching the visual arts. It involves six teachers and administrators from the Newhall School District, who are trained in such a way that they can share their expertise and institute materials with other teachers and administrators, thereby spreading a valuable cultural program throughout the district. Sessions are held in museums in the Los Angeles area and involve major artists from throughout the United States.

The Newhall Land and Farming Company matched the amount that the district raised from the community to carry out the program.

DESCRIPTORS: Teacher Internships and Training

PROGRAM TITLE:	Teacher Training
NAME OF CONTACT:	Margaret Pashko
TITLE:	Consumer Information & Education Manager
COMPANY OR ORGANIZATION:	Southern California Gas Company
ADDRESS:	9240 E. Firestone Blvd., M.L. 890 Downey, CA
COUNTY:	LA
TELEPHONE:	(213) 803-7708

PROGRAM DESCRIPTION: To further increase educators' understanding of energy issues, SoCal Gas sponsors in-depth seminars that include lectures by local energy experts, teacher-designed projects and field trips. Through this program, key educators not only enrich their own lessons but also educate other teachers in their respective districts. Some seminars are given for credit through selected colleges.

DESCRIPTORS: Teacher Internships and Training

PROGRAM TITLE:	Bridging the Gap
NAME OF CONTACT:	Kate Kowalski (Los Angeles) Gayten Bernal (San Francisco)
TITLE:	Community/Educational Relations Officer
COMPANY OR ORGANIZATION:	Bank of America
ADDRESS:	Box 37000, San Francisco, 94137
COUNTY:	San Francisco and Los Angeles
TELEPHONE:	(415) 622-1745 (SF) and (213) 228-3352 (LA)

PROGRAM DESCRIPTION: In conjunction with the California Business Education Association, the Bank of America sponsors a four-week summer internship program for a business teacher to gain practical information about employment trends, various positions and upward mobility in a banking system.

DESCRIPTORS: Teacher Internships and Training

PROGRAM TITLE: Summer Career and Economic Education Program for Educators (SCEEP)

NAME OF CONTACT: Nancy McIntyre

TITLE: Community Affairs Officer

COMPANY OR ORGANIZATION: Security Pacific National Bank

ADDRESS: 333 South Hope Street,
Los Angeles, CA 90051

COUNTY: Los Angeles

TELEPHONE: (213) 613-5114

PROGRAM DESCRIPTION: The annual Summer Career and Economic Education Program for Educators has been providing California educators with a first-hand view of the variety of career opportunities in banking since 1978. An overview of economic and career education is included, and at the end of the five-day program the 20 participants develop lesson plans and assignments using these concepts. SCEEP is held shortly after the end of the school year in the bank's corporate headquarters in downtown Los Angeles.

DESCRIPTORS: Teacher Internships and Training; Business and Economic Education, Career Exploration

PROGRAM TITLE:	Energy and the Environment Institutes
NAME OF CONTACT:	E. C. Lund
TITLE:	Supervisor, Educational Services
COMPANY OR ORGANIZATION:	Southern California Edison Company
ADDRESS:	235 E. Badillo Street, Covina
COUNTY:	Los Angeles County
TELEPHONE:	(213) 915-3540

PROGRAM DESCRIPTION: These programs are semester courses taught in cooperation with the California State College and University System. There are several institutes scheduled each year at various campuses throughout the area served by Southern California Edison.

The course content is designed to provide teachers of both the natural and social sciences with an opportunity to learn about:

- o how to conserve energy, both at school and at home;
- o more efficient utilization of fossil, hydro, and nuclear energy sources;
- o efforts to develop alternate energy sources; and
- o the economic, social, and political implications of present and future energy sources.

DESCRIPTORS: Teacher Internships and Training; Math, Science and Energy Programs

PROGRAM TITLE:	Educator Workshops and In-Service Programs
NAME OF CONTACT:	E. C. Lund
TITLE:	Supervisor, Educational Services
COMPANY OR ORGANIZATION:	Southern California Edison Company
ADDRESS:	235 E. Badillo Street, Covina
COUNTY:	Los Angeles
TELEPHONE:	(213) 915-3540

PROGRAM DESCRIPTION: Southern California Edison provides workshops and in-service training to assist teachers in preparing classes about energy issues. Audio-tapes are available to elementary and junior high school teachers on energy education issues. The tapes introduce related material which is intended for classroom use and make suggestions for inclusion of the activities in every part of the curriculum.

Day-long workshops are offered to high school teachers on the Politics of Energy, a simulation that teaches the legislative process; and Enernomics, a program which introduces micro and macro economics concepts.

DESCRIPTORS: Teacher Internships and Training; Classroom Materials and Equipment

PROGRAM TITLE: Newspaper in Education (NIE)

NAME OF CONTACT: Sherry Lyn Pound

TITLE: Manager, Educational Services

COMPANY OR ORGANIZATION: Copley Newspapers

ADDRESS: 7776 Ivanhoe Avenue,
La Jolla, CA 92037

COUNTY: San Diego

TELEPHONE: (619) 454-0411

PROGRAM DESCRIPTION: Copley Newspapers has been a leader in Newspaper in Education for over thirty years. Newspaper in Education helps teachers to fulfill the requirements of traditional educational programs by utilizing the newspaper as a textbook in all disciplines.

NIE's intent is to help young people to read critically and effectively analyze the information presented in the newspaper. This, we hope, will not only lead to a concern for public issues on the part of our youth, but will also motivate them to get involved in our self-governing process.

Through the years, thousands of students and teachers have participated in the many services provided by the Copley Newspapers' NIE Program: teacher-training seminars, teaching guides and instructional materials, in-service workshops, university courses, school site consultations, parent workshops and cooperative programs with numerous educational organizations.

Students who use the newspaper in class are likely to become better citizens, according to recent studies. Frequent, year-round use of the daily newspaper as a teaching device can significantly increase student interest in and knowledge of current events as well as improve their ability to use the newspaper effectively.

The Newspaper in Education Program is applicable to all grade levels. Most services and programs are free of charge with an order of the newspapers at a special educational rate.

DESCRIPTORS: Teacher Internships and Training; Classroom Materials and Equipment

PROGRAM TITLE:	Educators-in-Industry
NAME OF CONTACT:	R. C. Bell
TITLE:	Manager - Community Relations
COMPANY OR ORGANIZATION:	General Electric Company (GE)
ADDRESS:	175 Curtner Avenue, San Jose, CA 95125
COUNTY:	Santa Clara
TELEPHONE:	(408) 925-2180

PROGRAM DESCRIPTION: Educators-In-Industry is a national career education program that provides educators with opportunities to learn about industrial careers by gaining firsthand knowledge of the nature and range of employment in their regions. Through this experience, educators become better equipped to prepare students for the changing world of work. In turn, employers and communities benefit from a better-qualified labor pool.

The program began in 1959 under the sponsorship of the General Electric Foundation. Locally it is administered by San Jose State University for 20 educators each year, most of whom reside in this county. Program costs are paid for by a grant from the GE Foundation.

DESCRIPTORS: Teacher Internships and Training

PROGRAM TITLE: Summer Energy Education Institute

NAME OF CONTACT: Jan Philbin

TITLE: Coordinator

COMPANY OR ORGANIZATION: Energy Action in Schools

ADDRESS: 1600 9th Street, Suite 330
Sacramento, CA 95814

COUNTY: Sacramento

TELEPHONE: (916) 323-4388

PROGRAM DESCRIPTION: Summer Institute training shows teachers how to adapt energy education materials to their specific classroom needs, and how to conserve energy at their schools. For more information, contact: Kathleen Kiely, Community Affairs Administrator, Natomas Company, (415) 765-0526.

DESCRIPTORS: Teacher Internships and Training, Math, Science and Energy Programs; Classroom Materials and Equipment

PROGRAM TITLE: Energy Education Councils

CONTACTS:

San Mateo Energy Education
and Management Committee
San Mateo County Office of Education
333 Main St.
San Mateo, CA 94063
Walter Smithey
(415) 363-5400

Sacramento Energy Education Council
6201 S Street - P. O. Box 15830
Sacramento, CA 95813
Monica L. Siewert
Consumer Education Representative
(916) 452-3211

Shasta Energy Education
Council
1644 Magnolia Ave.
Redding, CA 96001
Brian Swagerty, President
(916) 244-4600

San Joaquin Valley
Energy Education Council
5545 East Herndon Ave.
Clovis, CA 93612
Donald N. Shroyer, Chairman
(209) 298-8011

PROGRAM DESCRIPTION: Energy Education Councils were established by Pacific Gas and Electric (PG&E) to develop good working relationships with teachers and school administrators.

The councils sponsor workshops for teachers in order to provide them with curriculum materials on energy education, show them hands-on demonstrations, and give them access to various speakers on a range of energy issues. University representatives are included in the program to provide college accreditation for participants.

PG&E participates as an active council member with a local PG&E manager participating in the workshops. PG&E also provides funding and materials.

DESCRIPTORS: Teacher Internships and Training; Math, Science and Energy Programs, Classroom Materials and Equipment

PROGRAM TITLE:	Business-In-Action
NAME OF CONTACT:	Marcia Secord
TITLE:	Educational Relations Coordinator
COMPANY OR ORGANIZATION:	Southern California Gas Company
ADDRESS:	810 South Flower St., M.L. 209A Los Angeles, CA 90017
COUNTY:	Los Angeles
TELEPHONE:	(213) 689-3413

PROGRAM DESCRIPTION: This is a 32-hour summer seminar conducted in cooperation with Los Angeles County School District. It is designed to provide first-hand information to teachers - and, through them, to students - on the functions of a gas utility and its place in the community. Background information on energy is also provided. Tours and lectures cover conservation, properties of natural gas, gas supply, regulation, economics, customer services and many aspects of the business operation.

DESCRIPTORS: Teacher Internships and Training; Math, Science and Energy Programs

PROGRAM TITLE:	Summer Science Institute at University of California, Irvine
NAME OF CONTACT:	Diane Anderson
TITLE:	Manager, Community Affairs
COMPANY OR ORGANIZATION:	Rockwell International
ADDRESS:	3370 Miraloma Avenue, Anaheim, CA 92803
COUNTY:	Orange
TELEPHONE:	(714) 632-4192

PROGRAM DESCRIPTION: For the past two years Rockwell International in Orange County has contributed Rockwell International Corporation Trust funds to this program that provides a refresher course for junior and senior high school science teachers. The purpose is to stimulate interest in scientific advances. The program includes visits to high technology industry where the teachers and counselors can learn first hand the skills required for employment.

DESCRIPTORS: Teacher Internships and Training

PROGRAM TITLE:	Teacher Education and Computer Center (TECC/8)
NAME OF CONTACT:	Shareen Young
TITLE:	Director of TECC/8
COMPANY OR ORGANIZATION:	Santa Clara County Office of Education
ADDRESS:	100 Skyport Drive, M.C. #237 San Jose, CA 95115
COUNTY:	Santa Clara
TELEPHONE:	(408) 947-6992

PROGRAM DESCRIPTION: TECC/8 is a regional center providing staff development activities with an emphasis on improving instruction in math, science and computer uses. Headquartered in Santa Clara County, TECC/8 also serves the counties of Monterey, San Benito, San Mateo, Santa Clara and Santa Cruz. One component of the program provides an opportunity for educators to familiarize themselves with careers in industry which require strong math, science and computer backgrounds. The teachers examine the actual job experiences of employees in relationship to the technical school subjects.

National Semi-Conductor, Apple Computer and Lockheed are among the companies which have participated in this program .

DESCRIPTORS: Teacher Internships and Training; Computer Projects

PROGRAM TITLE:	Teacher Internship Program
NAME OF CONTACT:	Betty Wolters
TITLE:	Supervisor - Salary Administration & Training
COMPANY OR ORGANIZATION:	U. S. Steel Corporation - Pittsburg Plant
ADDRESS:	P. O. Box 471 - Loveridge Road Pittsburg, CA 94565
COUNTY:	Contra Costa
TELEPHONE:	(415) 439-6189

PROGRAM DESCRIPTION: The teacher internship program is conducted on an intermittent basis at the Pittsburg Plant, and provides local teachers with exposure to the business world. The teachers are given specific assignments and work the same hours and in the same working environment as the regular employees. The program enables the teachers to return to the classroom with a greater understanding of the industry's operation which they can share with their students.

DESCRIPTORS: Teacher Internships and Training

PROGRAM TITLE:	Statewide Energy Consortium of the California State University System
NAME OF CONTACT:	Dr. G. Cleve Turner
TITLE:	Director
COMPANY OR ORGANIZATION:	Statewide Energy Consortium (SEC) California State University
ADDRESS:	800 N. State College Blvd. Fullerton, CA 92634
COUNTY:	Orange
TELEPHONE:	(714) 773-3405

PROGRAM DESCRIPTION: The Statewide Energy Consortium is an organization of over 150 professors from the 19 campuses of the California State University system. It was formed in 1975 to help Californians understand and cope with the emerging energy situation.

SEC members have provided teacher training in energy education for more than 1,000 elementary and secondary school teachers throughout the state. It is estimated that over 250,000 school students have received energy education experiences as a result of this program.

In addition to the teacher training programs, SEC has been instrumental in developing college courses, community workshops, a technical assistance program, and state and national conferences on energy education, wind energy, cogeneration and other energy issues.

The consortium has received support from energy related companies such as Pacific Gas and Electric, Southern California Edison, and ARCO.

DESCRIPTORS: Teacher Internships and Training; Math, Science and Energy Programs

PROGRAM TITLE:	Teachers-in-Residence
NAME OF CONTACT:	Dale Van Natta
TITLE:	Manager, Community Services
COMPANY OR ORGANIZATION:	TRW
ADDRESS:	One Space Park Redondo Beach, CA 90278
COUNTY:	Los Angeles
TELEPHONE:	(213) 535-1974

PROGRAM DESCRIPTION: A member of the Torrance High School mathematics faculty was hired as a consultant to TRW for an eight-week research project during the summer as part of the company's nationwide Teachers-In-Residence program. The purpose of the program is to foster a better understanding between teachers and the private sector; strengthen the calibre of math and science teachers; expose teachers to state-of-the-art applications; and provide teachers with supplemental income. The instructor worked with the company's Electronic Systems Group in establishing a new computer network.

DESCRIPTORS: Teacher Internships and Training; Math, Science and Energy Programs

PROGRAM TITLE: Summer Teacher Interns

NAME OF CONTACT: W. E. Silvia

TITLE: Director, Human Resources

COMPANY OR ORGANIZATION: Wickland Oil Company

ADDRESS: 1765 Challenger Way
Sacramento, CA 95815

COUNTY: Sacramento

TELEPHONE: (916) 921-1100

PROGRAM DESCRIPTION: Through its teacher intern program, Wickland Oil Company provides an opportunity for teachers to familiarize themselves with today's business climate and labor market, which in turn helps them prepare their students for business careers.

DESCRIPTORS: Teacher Internships and Training

PROGRAM TITLE: Counselor/Industry Exchange Program

NAME OF CONTACT: Bob Ciauri

TITLE: Coordinator, Guidance, Career Education

COMPANY OR ORGANIZATION: San Bernardino County Schools

ADDRESS: 201 North E Street
San Bernardino, CA 92415

COUNTY: San Bernardino

TELEPHONE: (714) 383-1952, 383-1780

PROGRAM DESCRIPTION: This program is designed to increase communication and understanding between the schools and the business community.

This has been accomplished by identifying secondary school counselors who are interested in increasing their awareness of local business/industry job requirements, qualifications, and career options. At the same time, local business and industry representatives gain a greater awareness of the educational community, including facilities, services and vocational programs available to students. This exchange facilitates appropriate vocational education job placement for all students and also provides for increased work experience education possibilities.

As a result of the project, two publications were developed. Community Resource Directory, published by the San Bernardino-Riverside Industry Education Council, lists 180 businesses and the resources they are willing to provide to the schools, and a Job Information Guide profiles a variety of career possibilities.

DESCRIPTORS: Teacher Internships and Training

PROGRAM TITLE: Personnel Exchange

NAME OF CONTACT: Dr. Mary P. Scopatz

TITLE: Director, Santa Barbara Industry Education Council

COMPANY OR ORGANIZATION: Santa Barbara Industry Education Council

ADDRESS: P. O. Box 6307
Santa Barbara, CA 93111

COUNTY: Santa Barbara

TELEPHONE: (805) 964-4711, ext. 400

PROGRAM DESCRIPTION: This program provides for summer employment in local industry for teachers in both the high school and community college districts. Employers are surveyed to determine availability of slots, and teachers are surveyed to determine area of employment interest. Matches are made by making job information available to teachers with the request that they respond to those in which they had an interest with a one-page resume.

Local employers will pay wages of the teachers throughout the summer employment period. The rate of pay is consistent with the rate regular employees are paid doing a similar job.

This program is coordinated through a subcommittee of the Santa Barbara Industry Education Council which made this activity its number one priority for 1983.

DESCRIPTORS: Teacher Internships and Training

PROGRAM TITLE:	Business Industry Education (BIE) Day
NAME OF CONTACT:	Janice Aaron
TITLE:	Community Programs Coordinator
COMPANY OR ORGANIZATION:	Northrop Corporation, Aircraft Division
ADDRESS:	One Northrop Avenue Hawthorne, CA 90250
COUNTY:	Los Angeles
TELEPHONE:	(213) 970-6721

PROGRAM DESCRIPTION: BIE Day is designed to promote a spirit of cooperation between business and the community. Proposed by the Educational Affairs Committee of the Torrance Area Chamber of Commerce, BIE Days are scheduled to begin in spring 1984.

BIE days are designed to provide school administrators, counselors and teachers with an opportunity to become more familiar with the business and industrial firms in the community. These educators are then equipped with the knowledge necessary to assist students in making wise and realistic career decisions. Northrop plans to invite 15 to 20 teachers and counselors from the Torrance Unified School District to participate in a half-day BIE program in spring 1984. The program will include presentations, question and answer sessions, and a tour of the facility.

DESCRIPTORS: Teacher Internships and Training; Career Exploration

PROGRAM TITLE:	Computer Literacy for Teachers
NAME OF CONTACT:	Robert Duff
TITLE:	Career Guidance Counselor
COMPANY OR ORGANIZATION:	El Cajon Valley High School
ADDRESS:	1035 E. Madison Ave. El Cajon, CA 92021
COUNTY:	San Diego
TELEPHONE:	(619) 579-5855

PROGRAM DESCRIPTION: This program, begun in June 1983, is designed to educate teachers on uses of the computer in the classroom. Computers are fast becoming a part of the educational process, but good, affordable training programs for teachers are scarce. CompAdemics of El Cajon, owned by Tom Barton, is working with 25-30 faculty members of Valley High School to increase their computer literacy. The program is modeled after an "Adopt-A-School" program.

DESCRIPTORS: Teacher Internships and Training; Computer Projects, Employee Volunteer Programs

PROGRAM TITLE:	Evenings for Educators
NAME OF CONTACT:	William Lillys, Robert Roman
TITLE:	Co-Project Coordinators, Museum Education
COMPANY OR ORGANIZATION:	Los Angeles County Museum of Art
ADDRESS:	5905 Wilshire Boulevard Los Angeles, CA 90036
COUNTY:	Los Angeles
TELEPHONE:	(213) 857-6230

PROGRAM DESCRIPTION: The Education Department of the Los Angeles County Museum of Art conducts a series of education programs for teachers in all elementary and secondary schools - public, parochial, and independent - within Los Angeles County.

The aim of these programs is to offer teachers opportunities to better their understanding of the visual arts and thus enhance their ability to incorporate the arts into their curricula. The series is designed to help teachers learn about the museum's collections and exhibitions and to generate new ideas concerning the use of museum resources. Each evening is different, informative, challenging and strengthening for the teaching profession. Demonstrations, workshops, gallery talks, discussions, films, and lectures cover a wide range of topics on world art.

DESCRIPTORS: Teacher Internships and Training

PROGRAM TITLE:	Center for Economic Development
NAME OF CONTACT:	Brad Merica
TITLE:	Director of Career Education
COMPANY OR ORGANIZATION:	Whittier Union High School District
ADDRESS:	9401 S. Painter Ave., Whittier, CA
COUNTY:	Los Angeles
TELEPHONE:	(213) 698-8121

PROGRAM DESCRIPTION: This organization has subsidized workshops for teachers of economics, involving the business community in its efforts. The workshops are designed to increase the skills and knowledge of economics teachers in the district, of which there are about 20 to 25. A luncheon is sponsored where administrators, teachers, and businessmen meet and share ideas. In addition, teachers visit individual businesses to learn about how a particular business might function.

Funding for this program has come through the Center for Economic Development, housed at California State University at Fullerton.

DESCRIPTORS: Teacher Internships and Training; Business and Economic Education

PROGRAM TITLE: Golden Gate Environmental Education Alliance (GGEEA)

NAME OF CONTACT: Juliana Ver Steeg

TITLE: Coordinator, BAEER Alliance

COMPANY OR ORGANIZATION: Bay Area Environmental Education Resource Alliance (BAEER Alliance)

ADDRESS: P. O. Box 807, Daly City, CA 94015

COUNTY: San Mateo and San Francisco

TELEPHONE: (415) 681-3385

PROGRAM DESCRIPTION: The purpose of the Golden Gate Environmental Education Alliance is to increase San Francisco and San Mateo County teachers' awareness and use of the rich variety of free and low-cost environmental education programs and services in the Bay Area.

The GGEEA plans and holds two teacher training workshops each year. Environmental educators from community groups, schools, government agencies and businesses share their programs, materials and services through hands-on demonstrations at the workshops. Teachers learn to use environmental education activities to strengthen children's basic skills, especially science, math, and problem solving. Last year 70 teachers attended the workshops.

The workshops are planned by a committee of educators representing schools, businesses, government agencies and community groups. The costs of the workshops are covered through volunteer efforts, small entrance donations ($2 per teacher), and in-kind support, especially typesetting, printing, and distribution of publicity flyers. Pacific Gas & Electric Company has been particularly helpful through participation on the planning committee and through in-kind support.

DESCRIPTORS: Teacher Internships and Training; Educational Nonprofits; Math, Science and Energy Programs

PROGRAM TITLE: Business and Educational Exchange Program (BEEP)

NAME OF CONTACT: Kate Kowalski

TITLE: Community/Educational Relations Officer

COMPANY OR ORGANIZATION: Bank of America

ADDRESS: 555 S. Flower Street
Los Angeles, CA

COUNTY: Los Angeles

TELEPHONE: (213) 228-3352

PROGRAM DESCRIPTION: This program, carried out by the Los Angeles Chamber of Commerce, Los Angeles schools, and Bank of America, focuses primarily on updating career counselors and educators about the employment needs of Los Angeles-based industries and businesses.

Some 52 companies participate in the program. Each firm hosts education days for teachers and counselors, which include discussions of company reorganization, newly-introduced technology in the workplace, upward mobility positions, and jobs which are being phased out. Through these exposures to a variety of businesses, educators' awareness of career opportunities - and skills needed to take advantage of those opportunities - are heightened. Students in Los Angeles schools are the ultimate recipients of this knowledge.

DESCRIPTORS: Teacher Internships and Training

PROGRAM TITLE:	Economic Literacy Council of California (ELC)
NAME OF CONTACT:	Robert J. Highsmith
TITLE:	Executive Director
COMPANY OR ORGANIZATION:	Same
ADDRESS:	400 Golden Shore Long Beach, CA 90802
COUNTY:	Los Angeles
TELEPHONE:	(213)590-5747

PROGRAM DESCRIPTION: The purpose of the Economic Literacy Council is to increase the quality and breadth of economic education for teachers in the K-12 level, college students, and special adult groups throughout California. ELC provides training in economics, curriculum consultation and teaching materials to local teachers through a network of 22 campus-based Centers for Economic Education. A statewide volunteer Board of 65 leaders from business, education, labor, agriculture, and government sets policy for the Council.

Business provides an overwhelming majority of support to the program, in the forms of money, in-kind contributions, and representation on the Board and Executive Committee. More than 100 companies throughout the state provide financial support to the council, including Bank of America, Atlantic Richfield, Chevron, Getty Oil, Montgomery Ward, Security Pacific Bank, Transamerica and Pacific Bell.

DESCRIPTORS: Teacher Internships and Training, Business/Economic Education, Educational Non Profits

PROGRAM TITLE:	UCI Summer Science Institute
NAME OF CONTACT:	Dr. Mare Taagepera
TITLE:	Director, UCI Summer Science Institute
COMPANY OR ORGANIZATION:	University of California, Irvine (UCI)
ADDRESS:	Irvine, CA 92717
COUNTY:	Orange
TELEPHONE:	(714) 833-5996

PROGRAM DESCRIPTION: The UCI Summer Science Institute is a unique effort by a research university to upgrade pre-college science teaching. UCI's top science faculty and industrial representatives are instructors in the five-week program, which serves roughly 100 teachers. Financial support is provided through business and industry stipends.

Elementary and secondary science teachers representing approximately 30 southern California school districts study a curriculum which focuses on two major areas: a review of basic science, "Modern Unified Science," taught on an elementary and advanced level; and an update on current research, "Special Topics." "Special Topics" in the summer of 1983 included genetic engineering, modern technology, atmospheric chemistry, chemical carcinogenesis and computer software in science education.

Chief scientists and engineers from ten major industries are on the Advisory Board, which participates in developing the modern technology course and fundraising for the institute.

DESCRIPTORS: Teacher Internships and Training; Math, Science and Energy Programs

PROGRAM TITLE: Models for Management

NAME OF CONTACT: Jane Moore and Wally Keefe

TITLE: Curriculum Coordinators

COMPANY OR ORGANIZATION: Office of Riverside County
Superintendent of Schools

ADDRESS: P. O. Box 868, 3939 Thirteenth Street
Riverside, CA 92502

COUNTY: Riverside

TELEPHONE: (714) 788-6530

PROGRAM DESCRIPTION: Models for Management is a training program used nationally and internationally for business, industry and institutions, which has been adapted to the field of education. It is aimed at making good managers even better managers. The program offers opportunities to identify and explore personal assumptions about people and work, management and change; learn about and experiment with behavioral science models for management in a highly integrated and personal way; use powerful self-scoring surveys to assess management practices in light of these behavioral science models; compare self-perceptions with those of subordinates, colleagues, and superiors about management practices; link what is being learned to the real world of the work setting through actual on-site application exercises.

This program is open to educators, teachers, administrators and community business people who are interested in learning more about leaderhip. Students are indirectly affected by leadership skills that these individuals take back to their school and by teachers who adapt the activities for their students in leadership classes. This program is funded through the county schools office and through a registration fee which covers materials costs. In the past three years, people from private industry and business have participated in the seminar. Approximately 700 people have been through the program which also includes follow-up workshops in two areas: Situational Leadership and Making Meetings Work.

DESCRIPTORS: Teacher Internships and Training Programs

PROGRAM TITLE:	Summer Hire
NAME OF CONTACT:	LaJune Bush
TITLE:	Government Affairs Administrator
COMPANY OR ORGANIZATION:	Hewlett-Packard Company
ADDRESS:	P. O. Box 10301, Bldg. 20BU, Palo Alto, CA 94303-0890
COUNTY:	Santa Clara
TELEPHONE:	(415) 857-2857

PROGRAM DESCRIPTION: Hewlett-Packard has hired a science teacher for the summer of 1983 to explore ways industry can help improve the quality and quantity of kindergarten through grade 12 science education in California.

The steady exodus of teachers from science education, coupled with the severe decline in undergraduates preparing for science teaching careers, has motivated Hewlett-Packard to explore ways of both stimulating interest in science teaching as well as augmenting science teachers' incomes. It is hoped that a program will evolve which has the potential to upgrade science education throughout the areas served.

DESCRIPTORS: Teacher Internships and Training; Math, Science and Energy Programs

SCHOOL FOUNDATIONS

Educationally-related foundations have become increasingly important as a funding source for California schools since passage of Proposition 13 in 1978. Since then, numerous foundations have provided support for local education programs affected by state budget cuts, including physical education, music and the arts, field trips, remedial education and counseling and staff development. Foundations have also become a critical funding source for new programs, such as computer education.

While some foundations focus on meeting local needs, others provide general support for a variety of educational institutions through matching grant programs. Many of these foundations are business-sponsored and operate by matching employee contributions to elementary, secondary or higher educational programs.

In addition to supporting existing educational foundations, the business community is also actively involved in establishing new ones. The California Educational Initiatives Fund, reviewed in this section, was recently formed to help support public education programs throughout the state. The fund was initiated by the BankAmerica Foundation and is currently supported by a handful of major corporate sponsors.

PROGRAM TITLE: California Educational Initiatives Fund (CEIF)

NAME OF CONTACT: Caroline Boitano

TITLE: Program Officer, BankAmerica Foundation

COMPANY OR ORGANIZATION: Bank of America

ADDRESS: 555 California Street
San Francisco, CA

COUNTY: San Francisco

TELEPHONE: (415) 953-3175

PROGRAM DESCRIPTION: Administered by BankAmerica Foundation, this non-profit foundation was established to fund public education in California. Funding is from corporate sponsorship: currently Chevron USA, First Interstate Bank, Wells Fargo Bank, and BankAmerica Foundation. At this time CEIF has a competitive grantprogram open to all public school districts, kindergarten through grade 12, in California. Last year almost $600,000 was expended to fund 67 projects. Decisions on grants are made by a panel of school superintendents who serve in their capacity with no reimbursement.

DESCRIPTORS: School Foundations

PROGRAM TITLE:	Matching Gift Plan for Education
NAME OF CONTACT:	Caroline Boitano
TITLE:	Program Officer, BankAmerica Foundation
COMPANY OR ORGANIZATION:	Bank of America
ADDRESS:	555 California Street San Francisco, CA
COUNTY:	San Francisco
TELEPHONE:	(415) 953-3175

PROGRAM DESCRIPTION: The Educational Matching Gift program was established to encourage employees to contribute to educational institutions of their choice by matching their contributions on a dollar-for-dollar basis. Eligible schools include private or independent elementary or secondary schools which have appropriate accreditation, and all accredited two- and four-year colleges, universities, graduate schools, and professional schools. Elementary and secondary schools received 13 percent of all matching gifts last year.

DESCRIPTORS: School Foundations

PROGRAM TITLE: Newport-Mesa Schools Foundation

NAME OF CONTACT: Thomas S. Santley

TITLE: 2nd Vice President, Public Relations

COMPANY OR ORGANIZATION: Pacific Mutual Life Insurance Company

ADDRESS: 700 Newport Center Drive
Newport Beach, CA

COUNTY: Orange

TELEPHONE: (714) 640-3014

PROGRAM DESCRIPTION: The Newport-Mesa Schools Foundation was established in 1980 by interested parents and community members to raise private contributions for the Newport-Mesa Unified School District (18,000 students). These funds supplement the financial resources of the school district to retain and replace programs lost or in jeopardy because of budget cuts. Funds have been diminishing since the 1977 Serrano-Priest Decision, which equalized funding among all districts, and Proposition 13, which cut revenues to schools by decreasing property taxes. Some of the programs which the foundation aids include music, special reading classes, physical education, drama, foreign languages, field trips and counseling services.

Pacific Mutual originally contributed seed money to establish the foundation. In 1982, Pacific Mutual made a three-year pledge to the ongoing fund drive, on the basis that support of the Newport-Mesa Schools Foundation will ensure the quality of education in the community.

DESCRIPTORS: School Foundations

PROGRAM TITLE: Matching Gifts Program

NAME OF CONTACT: Rosalind Nixon

TITLE: Supervising Training Specialist

COMPANY OR ORGANIZATION: The Prudential Insurance Company of America

ADDRESS: 111 Lakeview Canyon Road
Westlake Village, CA 91362

COUNTY: Ventura

TELEPHONE: (805) 494-3873

PROGRAM DESCRIPTION: The Prudential Insurance Company feels that private financial support of the nation's educational institutions is vital to the future success of America. With this in mind, a program for matching employee gifts to qualified educational institutions was established in 1966; the Prudential Foundation was established in 1977.

It is not necessary to have attended the school to which the gift is made. The Prudential Foundation will match employee gifts to recognized and properly accredited institutions of higher learning, including two-year colleges, independently-governed, privately-supported secondary schools (grades 9-12) and private, non-profit schools for the mentally or physically handicapped (serving youngsters from 5-18 years of age). The minimum employee gift that will be matched is $5,000 per eligible institution per year, with an aggregate maximum total of Prudential matching gifts of $25,000 per employee per calendar year.

DESCRIPTORS: School Foundations; Special Education Programs

PROGRAM TITLE:	Econ-Ed Foundation
NAME OF CONTACT:	Charles T. Buck
TITLE:	President
COMPANY OR ORGANIZATION:	Buck Knives, Inc.
ADDRESS:	1900 Weld Boulevard El Cajon, CA 92020
COUNTY:	San Diego
TELEPHONE:	(619) 449-1100

PROGRAM DESCRIPTION: Econ-Ed Foundation was formed by local businessmen to promote economic education in the high school classroom. They have achieved putting a course together and having it added to the local schools curriculum as a requirement for graduation. The course includes discussions and study of the many facets of free enterprise and includes role playing. Speakers from the local business community participate in the program, which is enhanced by teachers' training manuals prepared by Econ-Ed.

The company supports this program financially, along with many other local businesses and foundations.

The Econ-Ed Contact is Mrs. Eleanor Tobin, Director, Econ-Ed Foundation, P. O. Box 7[illegible], La Mesa, CA 92041 - (619) 464-4151.

DESCRIPTORS: School Foundations; Business and Economic Education; Volunteer Programs

PROGRAM TITLE: Corporate Contributions to Local Education Foundations

NAME OF CONTACT: Mildred Huddleston

TITLE: Executive Vice President

COMPANY OR ORGANIZATION: Guarantee Savings and Loan Association

ADDRESS: 1177 Fulton Mall
Fresno, CA 93721

COUNTY: Fresno

TELEPHONE: (209) 268-8111

PROGRAM DESCRIPTION: Guarantee Savings from time to time has contributed money, either directly to the schools, or through an educational foundation, to be used for various educational programs. For example, Guarantee provided funds for a special teachers' institute program for which public monies were not available. Funds have also been provided for the purchase of musical instruments or library books.

DESCRIPTORS: School Foundations

PROGRAM TITLE:	Santa Fe High School Foundation
NAME OF CONTACT:	J. M. Hadley
TITLE:	Supervisor Corporate Services
COMPANY OR ORGANIZATION:	Pilot Chemical Company
ADDRESS:	11756 Burke St. Santa Fe Springs, CA 90670
COUNTY:	Los Angeles
TELEPHONE:	(213) 723-0036

PROGRAM DESCRIPTION: A foundation was established two years ago by business and high school administrators in the City of Santa Fe Springs to raise money from the business community for specific needs of the high school such as vocational training equipment and supplementary textbooks.

Pilot Chemical contributed to this program and one of its employees helped to raise funds for the foundation this year.

DESCRIPTORS: School Foundations

PROGRAM TITLE: Activist

NAME OF CONTACT: Joseph G. Leggett

TITLE: President

COMPANY OR ORGANIZATION: Janss Investment Corporation (JIC)

ADDRESS: 100 E. Thousand Oaks Blvd., Room 117

COUNTY: Thousand Oaks

TELEPHONE: (805) 496-8052

PROGRAM DESCRIPTION: Janss corporate officers serve on several committees in support of the local school board. JIC was also instrumental in forming a tax-exempt organization, The Boulevard Bunch, with the purpose of raising funds for education - particularly Conejo Valley Unified School District.

The Janss Foundation has made corporate contributions over the past several years in support of local public education.

DESCRIPTORS: School Foundations

PROGRAM TITLE:	Whittier Area Foundation for Excellence in Public Education
NAME OF CONTACT:	Brad Merica
TITLE:	Director of Career Education
COMPANY OR ORGANIZATION:	Whittier Union High School District
ADDRESS:	9401 S. Painter Ave. Whittier, CA
COUNTY:	Los Angeles
TELEPHONE:	(213) 698-8121

PROGRAM DESCRIPTION: The Bank of America, Southern California Edison, Powerine Oil, Henshaw's, Whittwood Mall, Sanford Studies, and other businesses in the community have formed a foundation to publicize the need to support the school districts in the Whittier area. The idea is to raise funding for the districts, and direct that money to help excellent programs survive, especially those geared toward top academic students. Funding will also go toward purchasing computers for school use.

Extensive fund-raising activities will include contacting alumni groups, coffee klatches, mass mailings, service club contacts, etc.

DESCRIPTORS: School Foundations

PROGRAM TITLE:	San Francisco Education Fund
NAME OF CONTACT:	Gladys Thacher
TITLE:	Executive Director
COMPANY OR ORGANIZATION:	San Francisco Education Fund
ADDRESS:	1095 Market, Suite 719 San Francisco, CA
COUNTY:	San Francisco
TELEPHONE:	(415) 621-4878

PROGRAM DESCRIPTION: The San Francisco Education Fund is a private non-profit organization established in 1979 to help improve the quality of education in San Francisco public schools. Its purpose is to raise and allocate money for worthwhile projects generated by teachers, principals, district administrators, parents and others. In its first four years, the fund has allocated more than $1 million for approximately 400 projects, most with budgets of $3000 or less.

Projects cross a wide range of subjects but tend to cluster in high priority areas such as basic skills, computer education, arts and music, staff development, and counseling. In addition, they cluster by the needs that underlie specific project goals and activities: motivating students to learn, raising student achievement in academic subjects, improving school climate, reducing the isolation of races and cultures, and so on. Grant decisions are made twice a year by a volunteer Allocations Committee and the fund's Board of Directors. Contributions are sought from Bay Area corporations, foundations and individuals. Bechtel Power Corporation, Foremost-McKesson Foundation, Fireman's Fund Insurance Companies, Chevron U.S.A., and Shaklee Corporation are among major contributors to the fund. Their support has furthered education in computer training, health care, peer resource counseling, and career exploration.

The San Francisco Education Fund also serves as a valuable community resource for business firms interested in exploring options for involvement. Business firms seeking information on education programs, activities, and conferences are encouraged to contact Gladys Thacher.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE: California Foundation for Commerce and Education

NAME OF CONTACT: John T. Hay

TITLE: Executive Vice President

COMPANY OR ORGANIZATION: California Chamber of Commerce

ADDRESS: P. O. Box 1736, Sacramento, CA 95808

COUNTY: Sacramento

TELEPHONE: (916) 444-6670

PROGRAM DESCRIPTION: This foundation is supported by contributions from members of the California Chamber of Commerce. The objective of the foundation is to develop innovative techniques and approaches to the solution of contemporary socio-economic problems affecting communities in which commerce and industry prosper. The foundation supports educational programs, conducts research and analyzes matters of public interest affecting the economy, education and government. Examples of foundation programs include Environmental Merit Awards, distribution of school materials, sponsorship of student activities, economic education, anti-crime education and crime prevention, leadership development and career education.

DESCRIPTORS: School Foundations

PROGRAM TITLE: Marcus A. Foster Educational Institute

NAME OF CONTACT: Ada C. Cole

TITLE: Executive Director

COMPANY OR ORGANIZATION: Marcus A. Foster Educational Institute

ADDRESS: 1504 Franklin St.
Oakland, CA 94612

COUNTY: Alameda

TELEPHONE: (415) 835-0391

PROGRAM DESCRIPTION: Established in 1973, the Marcus A. Foster Educational Institute aims to promote excellence in teaching and learning in Oakland Public Schools through funding innovative educational programs, activities and awards for students from kindergarten through Grade 12.

Some 400 Oakland school programs have been funded by the institute over the past ten years, ranging from a microcomputer math program for third-graders to workshops designed to update school counselors about the Oakland job market. The focus has been on efforts to provide learning opportunities and support services to meet individual student needs.

The institute is funded through corporate grants and an annual fundraising dinner. Many businesses support the institute through financial contributions, technical assistance, donation of furniture and equipment, and fundraising assistance. Contributors include Bechtel Corporation, Blue Cross, Chevron USA, the Clorox Company, Kaiser Aluminum & Chemical, Kaiser Foundation Health Plan, Kaiser Cement, Peat, Marwick & Mitchell, Pacific Bell, the Port of Oakland and many others.

DESCRIPTORS: School Foundations

SCHOLARSHIP AND RECOGNITION PROGRAMS

Scholarship and recognition programs serve more than the obvious purposes of providing financial aid to students and awarding academic excellence. They also motivate many students to work harder in school, and in some cases, they provide the incentive necessary for overcoming social and economic barriers to success.

Programs outlined in this section span a wide range of business interests. Some focus on rewarding achievement in particular fields, such as engineering, music, science or agriculture. Others reward leadership ability, community service, or other qualities which enhance academic performance. Many business-sponsored scholarship programs aim to encourage minority students to pursue higher education and maintain high academic achievement levels.

Like scholarship programs, recognition awards motivate thousands of students to expand their academic abilities in new directions. California's Academic Decathlon, begun in Orange County in 1968, involves more than 10,000 students throughout the state in academic competitions each year. The Decathlon is structured to include A, B and C level students, competing as teams and individuals. Many students have commented that participation in the Decathlon increased their confidence, expanded their breadth of knowledge, and inspired them to greater levels of academic achievement. The program is now expanding to a national level.

PROGRAM TITLE: First Interstate Bank Scholarship Program

NAME OF CONTACT: Ruth Jones-Sapey

TITLE: Secretary-Treasurer

COMPANY OR ORGANIZATION: First Interstate Bank of California Foundation

ADDRESS: 707 Wilshire Blvd.
Los Angeles, CA 90017

COUNTY: Los Angeles

TELEPHONE: (213) 614-3360

PROGRAM DESCRIPTION: The First Interstate Bank Scholarship Program is designed to assist students up to 25 years of age in pursuing their educational goals. The program is upon to children whose parents are active employees of First Interstate Bank of California and its subsidiaries

Recipients are selected on the basis of academic merit and financial need without regard to race, color, sex, religion or national origin.

This program is independently administered by the Citizens Scholarship Foundation of America.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE: South Bay-Harbor Industry/Education Council

NAME OF CONTACT: Gene Munger

TITLE: President

COMPANY OR ORGANIZATION: South Bay-Harbor Industry/Education Council

ADDRESS: P. O. Box 5393. Torrance, CA 90510

COUNTY: Los Angeles

TELEPHONE: (213) 835-5611, ext. 1422

PROGRAM DESCRIPTION: The goal of the South Bay-Harbor Industry/Education Council is to promote articulation and understanding between business, industry and educational institutions. The coucil sponsored its first annual achievement awards program this year, which recognized graduates from each of the public high schools within the jurisdiction of the South Bay-Harbor area. Awards were based on outstanding achievement in business and industrial education.

The awards program is also designed to motivate students in business and industrial education classes to continue their education, and to enrich the education of these students through contact with business and industrial leaders.

Each student was awarded a plaque and a cash stipend at the awards ceremony.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	Engineers' Week
NAME OF CONTACT:	Anne Sigmon
TITLE:	Public Relations Employee Communications Supervisors
COMPANY OR ORGANIZATION:	Bechtel Power Corporation
ADDRESS:	P. O. Box 3969, San Francisco, CA 94119
COUNTY:	San Francisco
TELEPHONE:	(415) 768-6239

PROGRAM DESCRIPTION: The Bay Area Engineering Council encourages the "engineers of tomorrow" by awarding scholarships to Bay Area high school seniors during Engineers' Week. More than 100 students competed in this program over the past year, with 13 scholarship winners from eight Bay Area counties. Bechtel sponsors a $1,500 scholarship as part of the program.

Bechtel Public Relations donates time to the Publicity Committee to help develop and produce promotional literature such as flyers, bulletin board posters, banquet programs and publicity for local radio and television stations.

DESCRIPTORS: Scholarship and Recognition Programs; Business Association Programs and Community Partnerships

PROGRAM TITLE:	Bank of America Achievement Awards
NAME OF CONTACT:	Lee Gomez
TITLE:	Community Relations Officer
COMPANY OR ORGANIZATION:	BankAmerica Corporation
ADDRESS:	555 California Street San Francisco, CA
COUNTY:	San Francisco
TELEPHONE:	(415) 622-5049

PROGRAM DESCRIPTION: The Achievement Awards program, established in 1948, honors approximately 12,000 outstanding high school seniors each year throughout California. Selected by local schools, students compete in oral and written presentations on various subjects, first in semi-final events and then at regional finals where they compete for cash awards.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	Financial Assistance Program
NAME OF CONTACT:	E. C. Lund
TITLE:	Supervisor, Educational Services
COMPANY OR ORGANIZATION:	Southern California Edison Company
ADDRESS:	235 E. Badillo Street, Covina
COUNTY:	Los Angeles
TELEPHONE:	(213) 915-3540

PROGRAM DESCRIPTION: Southern California Edison sponsors the following scholarship programs which are designed to reward and support academic excellence, to encourage young people to further their education in specific fields, and to provide financial assistance to help students pursue their academic or vocational education:

- College Scholarship Program - two $12,000 scholarships are awarded annually to outstanding high school seniors, and
- Educational Grants - 50 one-time grants of $450 each are awarded to high school students who plan to attend a community college or vocational school.

To be eligible for these programs, a student must live within or attend school within the area served by Southern California Edison, and must be a citizen or permanent resident of the United States.

DESCRIPTORS: Southern California Edison, Scholarship and Recognition Programs

PROGRAM TITLE:	Scholarship Programs
NAME OF CONTACT:	Steve Chaudet
TITLE:	Director, Public Affairs
COMPANY OR ORGANIZATION:	Lockheed Corporation
ADDRESS:	P. O. Box 551 Burbank, CA 91520
COUNTY:	Los Angeles
TELEPHONE:	(213) 847-6474

PROGRAM DESCRIPTION: Each year Lockheed provides a scholarship to a student attending high school in the Burbank District. In addition, cash prizes are given for math competitions in several school districts in the Los Angeles area.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE: Tuition Refund Plan

NAME OF CONTACT: Rosalind Nixon

TITLE: Supervising Training Specialist

COMPANY OR ORGANIZATION: The Prudential Insurance Company of America

ADDRESS: 111 Lakeview Canyon Rd.
Westlake Village, CA 91362

COUNTY: Ventura

TELEPHONE: (805) 494-3873

PROGRAM DESCRIPTION: Any full-time employee of Prudential Insurance Company who plans to complete the requirements for a high school diploma may participate in the company's tuition refund plan. The company will refund 90 percent of the tuition and 100% of regularly required student fees up to $3,000 in any calendar year. If desired, a 50 percent advance against tuition and regularly required student fees may be obtained.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE: GEMCO Scholarship Program

NAME OF CONTACT: Reed L. Buffington

TITLE: Senior Vice President

COMPANY OR ORGANIZATION: Department Store Division - Lucky Stores, Inc.

ADDRESS: 6300 Clark Avenue, P. O. Box BB
Dublin, CA 94568

COUNTY: Alameda

TELEPHONE: (415) 833-6202

PROGRAM DESCRIPTION: Scholarships are awarded annually to three graduating high school students in each of the 27 areas served by Gemco Membership Department Stores in California. Oral competition on economic subjects is held among students nominated by their high schools. The contests are held with the assistance of local citizens' advisory boards, and contestants are judged by qualified, prominent persons in the area. Scholarships range from $500 to $1,500.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	Scholarships
NAME OF CONTACT:	Jan Parra
TITLE:	Personnel Administrator
COMPANY OR ORGANIZATION:	Southern California Gas Company
ADDRESS:	810 So. Flower Steet, M.L. 303 H Los Angeles, CA 90017
COUNTY:	Systemwide
TELEPHONE:	(213) 689-3068

PROGRAM DESCRIPTION: This scholarship program is designed for high school students who are judged by the school system to have potential, but whose scholastic achievements have not been up to their capabilities. Candidates are recommended by participating schools. Scholarships consist of $250 per year plus employment for two summers.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	The Irvine Company Leadership Awards Program
NAME OF CONTACT:	Shelly Schulze
TITLE:	Community Relations Representative
COMPANY OR ORGANIZATION:	The Irvine Company (TIC)
ADDRESS:	550 Newport Center Drive, P. O. Box 1 Newport Beach, CA 92663
COUNTY:	Orange
TELEPHONE:	(714) 720-2227

PROGRAM DESCRIPTION: The Irvine Company sponsors the following scholarship programs:

Leadership Awards: This is an annual county-wide competition to recognize and encourage high school seniors who show evidence of leadership. All public and major private high schools in Orange County are invited to participate. The program includes an all-day leadership conference, recognition and award events, plus $25,000 in college scholarships.

George McDonald Memorial Scholarship Program: In memory of George McDonald, former co-publisher of the Irvine World News, a $1,000 college scholarship is awarded annually to a graduating high school student pursuing a career in journalism. Those eligible to apply include the children of The Irvine Company employees and students in the Irvine Unified School District.

TIC Employee Scholarship Program: A $1,000 scholarship is awarded to the son or daughter of a TIC employee for community/school leadership.

Agriculture Employee Scholarship Program: $1,000 is made available to provide scholarships for children of agriculture employees. Determination of the number of scholarships and amounts is made after student interviews.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	Corporate Scholarship Program
NAME OF CONTACT:	Donna G. Lucas
TITLE:	Director, Corporate Development
COMPANY OR ORGANIZATION:	Youth for Understanding
ADDRESS:	3501 Newark Street, N.W. Washington, DC 20016
COUNTY:	Los Angeles
TELEPHONE:	(202) 966-6808

PROGRAM DESCRIPTION: Youth for Understanding is the largest high school student exchange program in the world in terms of the number of participant. It is a nonprofit, educational organization dedicated to fostering greater international understanding.

Youth for Understanding was established in 1951 to offer qualified high school students the opportunity to live and travel with host families in foreign countries. Year-round and summer programs are now active in 23 countries throughout the world, offering students and host families a unique opportunity to deepen their understanding and respect for other people and their cultures. Approximately 2,000 American students participate annually. In addition, 5,000 international students travel to the U.S. each year and live with specially-selected host families across America. Youth for Understanding has learned that by introducing young people to the adventure and experience of crossing cultural barriers, they will enter adult life with a deeper comprehension of individual potential, global responsibility, and the meaning of heritage, community and citizenship.

First Interstate Bank of California presently provides seven student scholarships annually.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	Academic Decathlon (County, State and National)
NAME OF CONTACT:	Dr. Robert Peterson (Founder)
TITLE:	Superintendent of Orange County Schools
COMPANY OR ORGANIZATION:	California Academic Decathlon Association
ADDRESS:	c/o Orange County Department of Education P. O. Box 9050, Costa Mesa, CA 92626
COUNTY:	40 counties throughout California are expected to participate this year.
TELEPHONE:	(714) 966-4001

PROGRAM DESCRIPTION: The California Academic Decathlon was founded in 1979 as a possible antidote for the prevalent student "minimal effort" syndrome. It is designed to give scholars similar public recognition and status that has traditionally been afforded outstanding athletes. Its purpose is to promote wholesome interscholastic competition in ten academic areas of study and interest, in order to stimulate intellectual growth and a balance of scholastic achievement.

To compete in the decathlon, students are required to study economics and the free enterprise system as well as basic subjects. Participating schools sponsor six-member teams, which include two students at each of three grade levels - A, B, and C. The decathlon includes both team and individual competitions for these students.

1983 is the fifth year of operation for the state academic decathlon, which is based on the very successful Orange County Academic Decathlon begun in 1968. More than 10,000 students participated in county-level decathlons last year, in which participants are chosen for the state event. The Academic Decathlon encourages students to expand their minds and intellectual capabilities; builds student confidence in their abilities; and provides incentives for learning to "average" students.

PROGRAM TITLE: Academic Decathlon (County, State and National)

Both county and the state-level academic decathlons are strongly supported by business through both volunteer and financial contributions. The state board of directors includes top level business leaders, educators and civic leaders. Some 25 sponsoring companies help support this annual event. Many firms also contribute grants and cash awards to winners of local programs. For more information on the state or county programs, please contact Dr. Robert Peterson (see above).

DESCRIPTORS: Scholarship and Recognition Programs, Volunteer Programs

PROGRAM TITLE: James B. Black Scholarship Program

NAME OF CONTACT: Kathleen V. Growney

TITLE: Coordinator, Scholarship Program

COMPANY OR ORGANIZATION: Pacific Gas & Electric Company (PG&E)

ADDRESS: 215 Market Street, Room 629
San Francisco, CA 94106

COUNTY: San Francisco

TELEPHONE: (415) 781-4211, ext. 4067

PROGRAM DESCRIPTION: PG&E sponsors a scholarship award based on academic achievement, extracurricular activities and community leadership. Available to high school seniors who attend schools or reside in PG&E's service area, 13 scholarships are awarded to regional candidates, two are awarded to Special Recognition candidates, and two are awarded to children of PG&E employees. A total of 17 winners receive $4,000 scholarships. Thirty-four runners-up receive $1,000 scholarships, and the remaining 119 finalists each receive five shares of PG&E common stock.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	Sunnyvale Schools Spelling Bee
NAME OF CONTACT:	Cherie Miller
TITLE:	Manager of Public Affairs
COMPANY OR ORGANIZATION:	Advanced Micro Devices, Inc.
ADDRESS:	901 Thompson Place Sunnyvale, CA 94086
COUNTY:	Santa Clara
TELEPHONE:	(408) 749-4146

PROGRAM DESCRIPTION: Advanced Micro Devices contributed prize money to the Sunnyvale Schools Spelling Bee program.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE: Environmental Project

NAME OF CONTACT: Christy Holloway

TITLE: Environmental Director

COMPANY OR ORGANIZATION: Hidden Villa

ADDRESS: 26870 Moody Rd.
Los Altos Hills, CA 94022

COUNTY: Santa Clara

TELEPHONE: (408) 948-4690

PROGRAM DESCRIPTION: A contribution of $1,000 from Advanced Micro Devices was used to enable 100 schoolchildren from the Sunnyvale, Cupertino, San Jose, Alum Rock and Campbell areas to participate in this program of environmental education.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	Alhambra Foundry Company, Ltd., Scholarship Foundation
NAME OF CONTACT:	John W. Gardner
TITLE:	Sales Manager/Chairman of Scholarship Committee
COMPANY OR ORGANIZATION:	Alhambra Foundry Company, Ltd.
ADDRESS:	P. O. Box 471 Alhambra, CA 91802-0471
COUNTY:	Los Angeles
TELEPHONE:	(213) 289-4294

PROGRAM DESCRIPTION: Alhambra sponsors a high school scholarship program. The scholarship is renewable for four years, providing grade average and unit loads comply with company requirements.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE: Outstanding Student Award Program

NAME OF CONTACT: Mona Brickell

TITLE: Student Relations Coordinator

COMPANY OR ORGANIZATION: California League of Savings Institutions

ADDRESS: 9800 S. Sepulveda Blvd., Suite 500
Los Angeles, CA 90045

COUNTY: Los Angeles

TELEPHONE: (213) 670-6300

PROGRAM DESCRIPTION: The purpose of the Outstanding Student Award program is to encourage high school students to achieve high scholastic standing and to participate in extra-curricular activities which help develop leadership. The program was initiated by the California League of Savings Institutions 25 years ago, and has provided awards to 15,000 students over the years. In 1983, 170 participating high schools chose honorees based on their scholastic achievement, school leadership and civic responsibility. Each student chosen received a cash award of $100 and an engraved medallion. In the past, sponsoring associations have contributed approximately $200,000 for distribution statewide.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	Bill of Rights Program
NAME OF CONTACT:	Janice Vercoutere
TITLE:	Vice President, Public and Consumer Affairs
COMPANY OR ORGANIZATION:	Coast Federal Savings
ADDRESS:	855 South Hill Street Los Angeles, CA 90014
COUNTY:	Los Angeles
TELEPHONE:	(213) 486-6735

PROGRAM DESCRIPTION: The Bill of Rights art, essay and speech competitions for high school students are sponsored annually by Coast Federal Savings. The purpose of the competition is to encourage study and appreciation of the first ten amendments to the U.S. Constitution through creative expression. The competitions are open to students grades 9-12 attending public, private or parochial schools in Los Angeles, Orange, San Bernardino, Riverside, Ventura and San Francisco counties. The forensic competitions are conducted at California State Polytechnic University - Pomona; Cerritos College, Norwalk; and San Francisco State University.

Cash awards are presented to the top five winners in each event. Matching funds are presented to the appropriate department of each winning student's school. The awards luncheons are held in Los Angeles and San Francisco in December. All participants, their instructors and/or principals are invited to attend.

Thousands of students have participated in this program through the cooperation and encouragement of the secondary school systems of California.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE: Outstanding Student Awards

NAME OF CONTACT: Janice Vercoutere

TITLE: Vice President, Public and Consumer Affairs

COMPANY OR ORGANIZATION: Coast Federal Savings

ADDRESS: 855 South Hill Street
Los Angeles, CA 90014

COUNTY: Los Angeles

TELEPHONE: (213) 486-6735

PROGRAM DESCRIPTION: The Outstanding Student Awards program was established in 1957 by the California League of Savings Institutions (formerly the California Savings and Loan League). Since then, more than 14,000 graduating high school seniors throughout California have been honored for their outstanding achievements in citizenship, leadership and scholarship both in their academic studies and extra-curricular activities.

Coast Federal Savings has participated in the program for over ten years, sponsoring students in Orange and Los Angeles counties as well as in northern California. Outstanding student recipients from each participating high school sponsored by Coast Federal receive $100 and a bronze plaque commemorating their achievement.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	Solano County Industrial Education Program
NAME OF CONTACT:	Ben Callis
TITLE:	Personnel Manager
COMPANY OR ORGANIZATION:	Explosive Technology Inc.
ADDRESS:	P. O. Box KK Fairfield, CA 94533
COUNTY:	Solano
TELEPHONE:	(707) 422-1880

PROGRAM DESCRIPTION: Each year, Explosive Technology donates $50 to the Solano County Industrial Education Program, which recognizes students in the junior and senior high schools of Solano County. This award is given to the student earning the "Best of Electrical Division" title.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	Assist-A-Grad Scholarship Foundation, Inc.
NAME OF CONTACT:	Ben Callis
TITLE:	Personnel Manager
COMPANY OR ORGANIZATION:	Explosive Technology Inc.
ADDRESS:	P. O. Box KK Fairfield, CA 94533
COUNTY:	Solano
TELEPHONE:	(707) 422-1880

PROGRAM DESCRIPTION: The Explosive Technology Scholarship is open to any student of high achievement whose parent has been a full-time employee of Explosive Technology for one year. Scholarships pay $500 per year for up to four years, subject to certain restrictions. Three students of Explosive Technology employees are currently participating in the program.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE: Scholarship Program

NAME OF CONTACT: Sylvia Shelton

TITLE: Employment Manager

COMPANY OR ORGANIZATION: Grass Valley Group

ADDRESS: P. O. Box 1114
Grass Valley, CA 95945

COUNTY: Nevada

TELEPHONE: (916) 273-8421

PROGRAM DESCRIPTION: Grass Valley Group donates a $4,000 scholarship to a dependent of an employee who has been accepted at a four-year educational institute. The student must maintain a 3.0 GPA.

Another $4,000 scholarship is given to a student living in the Nevada Union High School District. The student must have been accepted by a four-year educational institute and must major in a physical science. A 3.0 GPA is needed to keep the scholarship.

Both scholarships are awarded annually.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	Undergraduate Grant in Aid Scholarship Program
NAME OF CONTACT:	A. K. Littlefield
TITLE:	Personnel Manager
COMPANY OR ORGANIZATION:	DeSoto, Inc.
ADDRESS:	Fourth and Cedar Streets Berkeley, CA 94710
COUNTY:	Alameda
TELEPHONE:	(415) 526-1525

PROGRAM DESCRIPTION: De Soto, Inc., a paint-manufacturing company located in Berkeley, offers a scholarship program which is open to the children of its employees. High school seniors planning to attend any accredited school or college may apply for a grant which is renewable for up to four years.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE: Young Musician Awards

NAME OF CONTACT: John D. Mullins

TITLE: Vice-President, Marketing

COMPANY OR ORGANIZATION: Pepsi-Cola Bottling Co. of San Francisco

ADDRESS: 630 Valencia St.
San Francisco, CA 94110

COUNTY: San Francisco

TELEPHONE: (415) 861-8820

PROGRAM DESCRIPTION: Pepsi-Cola Bottling Company of San Francisco has conducted the Young Musician Awards competition since 1966-67, to encourage students of serious music and recognize and reward those with outstanding potential. Many past winners have continued to pursue their musical careers and now hold positions with major orchestras such as the Philadelphia Symphony, Honolulu Symphony, and the San Francisco Symphony.

The competition is open to 7th to 12th grade students of public, private or parochial schools in the 11 Bay Area counties (approximately 450 schools). Preliminary and final auditions are held to select winners from the following categories: piano, brass, woodwind and string. Scholarships [illegible] up to $500 are offered each winner by the Pepsi-Cola Bottling Company of San Francisco. Winners also receive special travel grants to various locations such as New York, Washington, D.C., Paris and London. In mid-August, this year's winners will be going to Switzerland for the 27th Annual Gstaad Yehudi Menuhin Festival.

The program is administered and funded (in excess of $30,000 per year) through the Pepsi-Cola Bottling Company of San Francisco and is supported by cosponsors, the San Francisco Symphony and KKHI Radio.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	National Merit Scholarship Program
NAME OF CONTACT:	Allen Bormann
TITLE:	Corporate Director, College Programs
COMPANY OR ORGANIZATION:	Rockwell International - Corporate
ADDRESS:	2230 East Imperial Highway El Segundo, CA 90245
COUNTY:	Los Angeles
TELEPHONE:	(213) 594-2495

PROGRAM DESCRIPTION: The National Merit Scholarship program provides up to 25 scholarships each year to children of company employees. These scholarships are awarded on a competitive basis, through the National Merit Scholarship Corporation, which administers the program for Rockwell International.

In order for children of company employees to win a Rockwell scholarship, they must qualify as a National Merit Finalist through taking the Preliminary Scholastic Aptitude Test at their high school, in October of their junior year, and scoring in the upper half of one percent of all students who take the test. Normally this program covers 100 students at any one time. Individual student stipends are determined by National Merit Scholarship Corporation on financial need and the cost of eduation at the institution attended. The minimum stipend is $250, and the maximum is $2,000 per year for four years.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	Advanced Career Training (ACT) Scholarship Program
NAME OF CONTACT:	Allen Bormann
TITLE:	Corporate Director, College Programs
COMPANY OR ORGANIZATION:	Rockwell International - Corporate
ADDRESS:	2230 East Imperial Highway El Segundo, CA 90245
COUNTY:	Los Angeles
TELEPHONE:	(213) 594-2495

PROGRAM DESCRIPTION: Ten annual scholarships are awarded in conjunction with the ACT Program, conducted by company divisions in the Los Angeles area to provide vocational training for disadvantaged high school students. Each scholarship provides $800 per year for four years of study. Students attend the accredited university of their choice and are not restricted relative to major field of study. Up to 40 students are studying under ACT scholarships at one time.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	Minority/Female Engineering Scholarship Program
NAME OF CONTACT:	Allen Bormann
TITLE:	Corporate Director, College Programs
COMPANY OR ORGANIZATION:	Rockwell International - Corporate
ADDRESS:	2230 East Imperial Highway El Segundo, CA 90245
COUNTY:	Los Angeles
TELEPHONE:	(213) 594-2495

PROGRAM DESCRIPTION: Rockwell International has allocated 32 scholarships to encourage minority and women students to pursue a program in an engineering field. In order to qualify, students must be Black, Hispanic, American Indian, or female, and be majoring in Electrical, Mechanical or Aerospace Engineering. This program provides an annual stipend of $800 for four years' study. Until this year the program only covered students in their junior and senior years, but approval was received from the trust to extend the scholarships to a full four years, commencing with students entering the program in the fall of 1978. For the next few years this program will be in transition, with some students having full four-year scholarships, while others may be completing scholarships which provide two or three years' financial support.

Students are selected by institutions participating in the program, based on the above-listed specifications, along with academic accomplishments and potential. All records and stipend payments are coordinated through the College Relations Office.

DESCRIPTORS: Scholarship and Recognition Programs; Minority Student Programs; Math, Science and Energy Programs

PROGRAM TITLE: Outstanding Science Teacher and Student Awards

NAME OF CONTACT: Dr. J. Goss

TITLE: President

COMPANY OR ORGANIZATION: Sigma Xi-San Joaquin Chapter

ADDRESS: c/o Shell Development Co.
P. O. Box 4248, Modesto, CA 95350

COUNTY: Stanislaus

TELEPHONE: (209) 545-8206

PROGRAM DESCRIPTION: Sigma Xi sponsors the following two awards programs to encourage excellence in the field of science.

- Outstanding Teacher Award - From nominations by students, parents, peers, and administrators, the society selects the county's outstanding science teacher from the elementary, junior or senior high school level. A certificate of recognition and an honorarium are awarded to the selected teacher.
- Outstanding Science Student Award - Approximately 20 seniors from the county's 13 high schools are selected from nominations submitted by science faculty. Students are selected for outstanding merit and promise of contributions to science. The award consists of a certificate of recognition and a field day at a scientific institute, which affords an opportunity to see science in action and a chance to talk to practicing scientists. Appropriate publicity is also arranged.

DESCRIPTORS: Scholarship and Recognition Programs; Math, Science and Energy Programs

PROGRAM TITLE: Academic Boosters Club

NAME OF CONTACT: Phyllis Hart

TITLE: Scholarship Chairman

COMPANY OR ORGANIZATION: Banning High School

ADDRESS: 1527 Lakme Avenue
Wilmington, CA 90744

COUNTY: Los Angeles

TELEPHONE: (213) 549-7500

PROGRAM DESCRIPTION: The Academic Boosters Club is comprised of parents, community representatives and teachers who have banded together to raise funds to promote high academic standards among high school students. The funds are used to assist bright but financially disadvantaged youngsters in preparing to take Scholastic Aptitude and Advanced Placement Tests.

In addition, if students maintain a 3.6 to 4.0 GPA in both the 10th and 11th grades, they will receive Academic Boosters Club jackets in the 12th grade in recognition of their scholastic abilities. The jackets are paid for by the club.

Watson Industrial Properties is among the companies which help support this program.

DESCRIPTORS: Scholarship and Recognition Programs; Basic Skills Development

PROGRAM TITLE:	Miscellaneous Contributions/Tours
NAME OF CONTACT:	Margaret J. Gurley
TITLE:	Manager, Community Relations
COMPANY OR ORGANIZATION:	Westinghouse Electric Corporation
ADDRESS:	401 E. Hendy Ave. Sunnyvale, CA 94088
COUNTY:	Santa Clara
TELEPHONE:	(408) 735-2643

PROGRAM DESCRIPTION: Westinghouse helps support education through contributions to the Sunnyvale Elementary School District; the National Math Contest; the College of San Mateo Welding Technology; and the Academic Decathlon. In addition, Westinghouse sponsors annual industry tours for some 60 students from Buchser Jr. High School.

DESCRIPTORS: Scholarship and Recognition Programs; Career Exploration

PROGRAM TITLE: Girl's Day

NAME OF CONTACT: Victor Munoz

TITLE: Vice President and Manager-Urban and Community Affairs

COMPANY OR ORGANIZATION: Los Angeles City and County

ADDRESS: 707 Wilshire Blvd.
Los Angeles, CA

COUNTY: Los Angeles

TELEPHONE: (213) 614-3341

PROGRAM DESCRIPTION: Girl's Day is part of the annual observance of Girl's Week in greater Los Angeles City and County. First Interstate Bank hosts one or more senior high school girls for a period of time during the day. The program enables outstanding girls of the Los Angeles Unified School District to have an opportunity to develop a greater understanding and appreciation of professions, and banking in particular.

DESCRIPTORS: Scholarship and Recognition Programs; Minority Student Programs; Career Exploration

PROGRAM TITLE:	Directory Cover Contest
NAME OF CONTACT:	Jack Mayer
TITLE:	Staff Manager
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	6850 Brockton Ave., Rm. 103 Riverside, CA
COUNTY:	Riverside
TELEPHONE:	(714)694-9881

PROGRAM DESCRIPTION: To stimulate interest in the community and award artistic excellence, Pacific Bell sponsored a Directory Cover Contest in the Riverside vicinity. Students of the 16 high schools located within the area served by the Riverside Telephone Directory were encouraged to participate in the contest. From the eighty contest entries, one photograph was selected for the directory cover.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	Energy Conservation Create-A-Commercial, Billboard & Poster Contests
NAME OF CONTACT:	Christine M. Riley
TITLE:	Coordinator, Elementary School Services
ORGANIZATION:	Pacific Gas and Electric Company (PG&E)
ADDRESS:	215 Market Street, Room 655 San Francisco, CA 94106
COUNTY:	San Francisco
TELEPHONE:	(415) 781-4211

PROGRAM DESCRIPTION: PG&E sponsors several energy conservation contests throughout its service territory. The contest format varies among a create-a-conservation-commercial, a conservation billboard, and a poster contest. A variety of awards are given to the contest winners, such as U.S. Savings Bonds, honorable mentions, lunch, and/or a tour of the billboard facility.

DESCRIPTORS: Scholarship and Recognition Programs; Math, Science and Energy Programs

PROGRAM TITLE:	Scholarship/Grant Programs
NAME OF CONTACT:	Frank Koch
TITLE:	Director of Community Affairs
COMPANY OR ORGANIZATION:	Syntex Corporation
ADDRESS:	3401 Hillview Ave. Palo Alto, CA 94303
COUNTY:	Santa Clara
TELEPHONE:	(415) 855-6111

PROGRAM DESCRIPTION: Syntex Corporation provides scholarship and grant monies to a variety of innovative foundations, schools and other education programs, including:

Edna Foundation/STAR Program:. This program has operated out of East Palo Alto since 1978, working in conjunction with summer youth employment programs as well as the regular school system during the academic year. Edna was started by community volunteers who developed a comprehensive youth program idea which could effectively address some of the chronic youth affecting the East Palo Alto community. The program offers individual job counseling and job training, positive role model examples, field trips and sports activities which provide positive reinforcement for elementary, junior high and high school students. Syntex has supported the program with $1000 annual grants since 1980. Program Contact: Sam Floyd, Executive Director.

Citizens' Scholarship Foundation: The purpose of this foundation is to aid communities across the nation in developing local scholarship programs. These "Dollars-for-Scholars" programs are carried out by volunteers in each community, who sponsor tournaments, auctions, shows, and other events to raise scholarship funds. Students are also encouraged to carry out a community-wide, door-to-door canvass to support the local chapter. A local awards committee is established to make awards based on merit and need. Syntex has made a three-year, $6,000 grant to help organize a Dollars-for-Scholars chapter in Northern California. Program Contact: Linda Thompson, Special Projects Officer, (603) 627-3873.

PROGRAM TITLE: Scholarship/Grant Programs (Continued)

Charles Armstrong School: Syntex provides a $3,000 annual scholarship for parents who cannot afford the full fee to send their learning-disabled child to this special school, which serves students in both Menlo Park and Fremont. Program Contact: Carol Murray, Director, (415) 854-0888

Amigos de las Americas: This is a youth organization which trains and sends young people 16 and older on health care projects in Latin America. Amigos is an international, nonprofit, private voluntary organization, with more than 30 chapters nationwide. Students are trained in Spanish, First Aid, Latin American Culture and health care skills prior to assignments of one to two months. Syntex sponsors a $6,000 annual scholarship for the child of an employee or other community resident. Program Contact: Suzanne Beckley, President-SF Chapter, (415) 854-6774.

San Jose G.I. Forum College Scholarships: Syntex provides $2,000 in annual college scholarship support for graduating Mexican-American high school students in Santa Clara County who plan to study chemistry, biology, medicine, or health sciences. Program Contact: George Castro, (408) 923-1646.

Neighbors Abroad of Palo Alto: Syntex contributes $100 annual sponsoring memberships to support summer exchanges of high school students from Palo Alto and Oaxaca, Mexico. Program Contact: Ralph White, President, (415) 948-9727.

DESCRIPTORS: Scholarship and Recognition Programs; School Foundations; Educational Nonprofits

PROGRAM TITLE:	National Hispanic Scholarship Fund (NHSF)
NAME OF CONTACT:	Ernest Z. Robles
TITLE:	Executive Director
COMPANY OR ORGANIZATION:	National Hispanic Scholarship Fund
ADDRESS:	P.O. Box 748, San Francisco, CA 94101
COUNTY:	San Francisco
TELEPHONE:	(415) 892-9971

PROGRAM DESCRIPTION: The National Hispanic Scholarship Fund was established in 1975 to assist outstanding Hispanic American students with scholarships to complete a higher education.

NHSF made its first awards in 1976. During a relatively short seven-year span, the organization has awarded 1.2 million dollars in scholarships to 2,524 NHSF Scholars representing 48 different states and hundreds of institutions.

California has been the recipient of the largest number of awards in the country. Virtually every California community with a sizable Hispanic population has been represented in the annual list of scholarship winners. Moreover, public and private colleges, including community colleges and prestigious research universities, are all well-represented in the annual scholarship list.

Throughout this effort, NHSF has identified and recognized outstanding students who have been strong in academic achievement, leadership and personal character. The leading fields of interest for NHSF Scholars have been in engineering, medicine, business, education, and law. All are key areas where, ultimately, the Hispanic community and society in general will be the beneficiaries.

From its inception, NHSF has been solely funded by corporations. Today, that support comes from more than 125 major corporations.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	Golden State Minority Foundation
NAME OF CONTACT:	Ernest Shell
TITLE:	President
COMPANY OR ORGANIZATION:	Golden State Minority Foundation
ADDRESS:	1999 West Adams Blvd. Los Angeles, CA 90018
COUNTY:	Los Angeles
TELEPHONE:	(213) 731-7771

PROGRAM DESCRIPTION: The Golden State Minority Foundation was organized in 1974. Its primary purpose is to give financial assistance to highly qualified Blacks and other minority students pursuing careers in Business Administration. The foundation benefits local education in California in the following ways:

- o provides scholarships to students studying for a business career, beginning with the third year of college and in graduate school. Since 1976, 625 scholarships and grants have been awarded.
- o holds career days at junior high and high schools.
- o stages a Business Fair from September to May. Over 30 high school students from inner-city schools are taught about business, including such subjects as computers, marketing and accounting. Los Angeles School District gives five units of credit for those who successfully complete 60 hours in the class. Scholarships are given to Business Fair students who complete their projects.
- o awards 15 scholarships to students graduating from high school who will enroll in community colleges.

Many businesses support this organization by purchasing tables at the group's annual fundraising dinners in Los Angeles and San Francisco. Officers of Bank of America, CBS, Golden State Mutual Life Insurance, and Kaiser Health Foundation serve on the organization's board of directors.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE:	Success Day
NAME OF CONTACT:	Marilyn Russell Bittle
TITLE:	President
COMPANY OR ORGANIZATION:	California Teachers Association (CTA)
ADDRESS:	1705 Murchison Drive Burlingame, CA 94010
COUNTY:	Statewide
TELEPHONE:	(415) 697-1400

PROGRAM DESCRIPTION: Founded in 1863, the California Teachers Association is committed to improving the performance of all students. Education is teamwork, and teachers are working closely with parents and the community in this endeavor. CTA has made many improvements in public education standards throughout the years.

CTA is currently involved in a number of community action projects which publicize the achievements of the public schools. CTA's Success Day highlights accomplishments of today's students and those of former graduates who have achieved success. Business leaders have helped teachers promote this event in Pomona, San Jose, Orange, and Santa Ana.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE: Science Talent Search

NAME OF CONTACT: Roy L. Morrow

TITLE: Manager, Western Public Relations

COMPANY OR ORGANIZATION: Westinghouse Electric Corporation

ADDRESS: One Maritime Plaza
San Francisco, CA 94111

COUNTY: San Francisco

TELEPHONE: (415) 445-2146

PROGRAM DESCRIPTION: The annual Science Talent Search was begun in 1942 to encourage high school seniors with exceptional talent to pursue scientific careers. Since its inception, Science Talent Search has awarded $1,621,000 to 1,640 young scientists and recommended more than 12,000 Honors winners to colleges and universities. The program is conducted by the nonprofit Science Service and is funded by the Westinghouse Electric Corporation and Westinghouse Educational Foundation.

Forty national winners are selected from a field of 824 high school seniors who submit original proposals. Prizes range from a grand prize of $12,000 to 30 cash awards of $500 each.

Five former Science Talent Search winners have received the Nobel Prize in 1981, 1980, 1979, 1975 and 1972. All past Science Talent Search winners have gone to college; 99 percent have graduated with degrees in science, mathematics or related fields.

DESCRIPTORS: Scholarship and Recognition Programs; Math, Science and Energy Programs

PROGRAM TITLE:	Scholarship Program for Public High School Seniors - Palos Verdes Peninsula and Torrance Unified Districts
NAME OF CONTACT:	Dorothy H. Shull
TITLE:	Corporate Secretary
COMPANY OR ORGANIZATION:	Great Lakes Properties, Inc.
ADDRESS:	3838 Carson Street, Suite 220 Torrance, CA 90503
COUNTY:	Los Angeles
TELEPHONE:	(213) 540-5515

PROGRAM DESCRIPTION: Great Lakes Properties, Inc., inaugurated a scholarship program in 1980 by awarding four $500 scholarships to four outstanding graduating students selected from public high schools located in the Palos Verdes/Torrance area. In 1982, the scholarship program expanded, and seven $500 awards were made to seniors from these seven schools, totalling $3,500. In 1983, 14 scholarships were awarded, totalling $7,000.

Application forms are distributed to guidance counselors at the schools for completion by interested seniors. These applications are then collected and screened by a committee of Great Lakes' employees. The basic criteria for the selection process include financial need, academic excellence, school leadership and community involvement. Further evaluation of the applicants is made through individual interviews with a team of community leaders. A company representative attends the Senior Awards Program at each school to award the scholarship.

The corporate secretary is responsible for the administration of the program. Funding for the scholarships is provided by the company in its Contributions Budget.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE: Yori Wada Educational Fund

NAME OF CONTACT: Yori Wada

TITLE: Executive Director

COMPANY OR ORGANIZATION: Yori Wada Educational Fund

ADDRESS: 220 Golden Gate Avenue
San Francisco, CA 94102

COUNTY: San Francisco

TELEPHONE: (415) 885-0460

PROGRAM DESCRIPTION: The purpose of this fund is to assist and motivate low-income and minority youth of the Western Addition to enter the California State University system and/or the University of California.

Natomas has contributed to the fund. For more information, contact Kathleen Kiely, Community Affairs Administrator - (415) 765-0526.

DESCRIPTORS: Scholarship and Recognition Programs; Minority Student Programs

PROGRAM TITLE:	Donation to Fire Mountain Foundation
NAME OF CONTACT:	J. A. Smith
TITLE:	Director, Administration
COMPANY OR ORGANIZATION:	Kerr-McGee Chemical Corporation
ADDRESS:	P. O. Box 367 Trona, CA 93562
COUNTY:	San Bernardino
TELEPHONE:	(619) 372-4311

PROGRAM DESCRIPTION: A donation of $300 per year is given to the Fire Mountain Foundation. The foundation uses this money to provide scholarships to local high school graduates who plan to attend Cerro Coso Community College.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE: National Football Hall of Fame

NAME OF CONTACT: Jerry Ringer

TITLE: Public Relations Director

COMPANY OR ORGANIZATION: Cubic Corporation

ADDRESS: 9333 Balboa Ave.
San Diego, CA 92138-5587

COUNTY: San Diego

TELEPHONE: (619) 262-0148

PROGRAM DESCRIPTION: Cubic Corporation seeks to encourage athletic and academic achievement by helping to support the San Diego Chapter of the National Football Hall of Fame. In addition to assisting in fundraising and publicity efforts, Cubic sponsors the local chapter's annual awards banquet. At the awards banquet, local high school and college football standouts with exceptional grade and activity records are honored.

DESCRIPTORS: Scholarship and Recognition Programs

PROGRAM TITLE: Bank of America Public Awareness Communications Exchange (PACE) Essay & Speech Contest

NAME OF CONTACT: Jeannine Brennan

TITLE: AVP, Community Liaison Officer

COMPANY OR ORGANIZATION: Bank of America

ADDRESS: 555 So. Flower
Los Angeles, CA

COUNTY: Los Angeles

TELEPHONE: (213) 228-4493

PROGRAM DESCRIPTION: The Essay & Speech Contest was established in 1979 in the East Los Angeles Schools by our corporate volunteer program, PACE. The objective of the program is to aid elementary school students in gaining valuable experience through essay writing and oral communication. In the 1982-83 school year, over 16,000 students participated in this program statewide.

The contest is open to 4th-, 5th-, and 6th-grade students, who are selected by their schools to compete with other students of the same grade level from the other participating schools. First- and second-place winners are chosen and receive awards of U.S. Savings Bonds.

DESCRIPTORS: Scholarship and Recognition Programs; Employee Volunteer Programs

PROGRAM TITLE:	Financial Aid Programs
NAME OF CONTACT:	R. K. Gordon
TITLE:	Manager, Public Affairs - Planning and Research
COMPANY OR ORGANIZATION:	Standard Oil Company of California
ADDRESS:	225 Bush St. San Francisco, CA 94104
COUNTY:	San Francisco
TELEPHONE:	(415) 894-6746

Chevron sponsors fellowships and scholarships, as well as research grants for universities. The company also has a program of unrestricted aid and matching gifts for higher education. Direct financial aid programs for kindergarten through grade 12 include:

- o High school seniors are awarded Chevron Merit Awards and Chevron Community Scholarships for their undergraduate expenses in recognition of achievement in the classroom, the school and the community.
- o Cash gifts are made directly to schools.
- o Through the California Education Initiatives Fund, money is given directly to public schools to finance innovative programs.

DESCRIPTORS: Scholarship and Recognition Programs

EDUCATIONAL NONPROFITS

Nonprofit organizations have emerged in recent years as major contributors to education in California schools. They serve a wide variety of functions, including acting as a liaison between educators, business and community groups.

Most of the nonprofits reviewed in this section are designed to meet specific local educational needs, such as bringing music, dance and theater into the classroom; providing special tutoring or counseling for delinquent or disadvantaged youth; or supplementing established curricula with special programs on environmental awareness, job skills and training, and prevention of drug and alcohol abuse.

Many of these nonprofit organizations operate on small budgets and depend on both volunteer and financial support from the business community and other local residents for survival. Business firms often underwrite the cost of materials or provide in-kind services for these groups; in some instances, business is also directly involved in developing and distributing materials.

As state and local budgets for school programs are cut back, nonprofit organizations become increasingly important players in the educational arena. They help students become aware of the resources in their own communities, and at the same time, help provide the support needed to continue making those resources available. Museums, libraries, drop-in centers and job-referral services are just a few of the programs supported by local nonprofits. By contributing to these groups, business helps support educational services which might not otherwise be available to many schoolchildren.

PROGRAM TITLE: Yosemite Institute/S.F.P.D. Youth Wilderness Program

NAME OF CONTACT: Patrick O'Donnell

TITLE: President

COMPANY OR ORGANIZATION: Yosemite Institute

ADDRESS: Headlands Campus, Golden Gate
N.R.A.
Sausalito, CA 94965

COUNTY: Marin

TELEPHONE: (415) 332-5771

PROGRAM DESCRIPTION: The S.F.P.D. Wilderness Adventure Youth Program is a unique concept conducted within the overall guidelines of the San Francisco Police Department Youth Program. It is comprised of a cooperative effort between the San Francisco Police Department and the Yosemite Institute.

Now in its second year, the project involves boys and girls of all ethnic backgrounds within the City of San Francisco, police officers, probation officers, and Yosemite Institute's environmental instructors. On a year-round basis selected "high risk" youth participate in eight-day wilderness experiences in Yosemite National Park and the Marin headlands, Golden Gate National Recreation Area.

The need to create improved communication, trust and friendship between urban youth and the police department is a primary program goal. Creation of respect will be stressed not only for the law and the people who uphold it but also for each individual. Officers will also use the outdoor experience format to reduce hostilities between individuals and groups. Approximately 515 participants, including 72 police officers and 12 probation officers, will be involved in this year's program.

The program receives financial support from a variety of private businesses, business associations and foundations.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE: Arts in Education

NAME OF CONTACT: Beth L. Cornell

TITLE: Executive Director

COMPANY OR ORGANIZATION: Performing Tree, Inc.

ADDRESS: 1320 West Third St.
Los Angeles, CA 90017

COUNTY: Los Angeles

TELEPHONE: (213) 482-8830/625-6285

PROGRAM DESCRIPTION: Performing Tree is a private, non-profit arts-in-education organization which has served 76 school districts in the Southern California area, reaching over 1,640,000 students and educators.

The Performing Tree sponsors performances and in-depth student and teacher participatory workshops in art forms such as architecture, dance, creative writing and poetry, crafts, media, music and visual arts. Currently, 62 performing groups and 63 individual artist specialists are among those trained and monitored each year by professional educational consultants. Each school program is individually designed by educators and Performing Tree staff in order to provide an in-depth experience related to the curriculum. Goals and objectives are clearly defined in advance of each program.

Performing Tree projects include a large environmental design program at the Harbor Math/Science Magnet School of the L.A. Unified School District, and another program created especially for students studying computer science.

Performing Tree, which began as a Junior League of L.A. project in 1973, is funded by the National Endowment for the Arts, the California Arts Council, 28 corporations, 33 foundations and 415 individuals. Twenty-five board members represent many major corporations, foundations, artists, educators and community volunteers in Southern California.

A large grant from TRW has enabled the Arts-in-Education program to be introduced to Redondo, Manhattan and Hermosa school districts this past year.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE: Junior Center of Art and Science

NAME OF CONTACT: Nancy Walton

TITLE: Executive Director

COMPANY OR ORGANIZATION: Junior Center of Art and Science

ADDRESS: 3612 Webster St.
Oakland, CA

COUNTY: Alameda

TELEPHONE: (415) 655-3226

PROGRAM DESCRIPTION: The Junior Center of Art and Science offers programs for young people in drawing, sculpture, crafts, film animation, dance, drama, music, chemistry, cooking, insect collecting and many other subjects.

Kaiser Aluminum & Chemical Corporation has helped support the center since 1969 through direct contributions, donation of surplus equipment, fundraising, hosting receptions, and participation on the Board.

DESCRIPTORS: Educational Nonprofits; Math, Science and Energy Programs

PROGRAM TITLE:	Urban Forest Project
NAME OF CONTACT:	Jorge Jackson
TITLE:	Community Relations Director
COMPANY OR ORGANIZATION:	General Telephone of California
ADDRESS:	P. O. Box 889, RC 3120 Santa Monica, CA 90406
COUNTY:	Los Angeles
TELEPHONE:	(213) 451-7644

PROGRAM DESCRIPTION: TreePeople (a non-profit organization), with the sponsorship of General Telephone, will conduct a program to provide elementary school students an opportunity to plant trees and assist in the creation of the Los Angeles Urban Forest for the 1984 Olympic Games. These 4th, 5th, and 6th grade students will receive conservation and ecology education to motivate them to both plant and care for their trees. Students will be able to take trees home for replanting, or schools may arrange group planting on campuses or other public sites. This project could affect 250,000 elementary school students and approximately 8,000 teachers in the state of California. The Urban Forest Project will be complete before the 1984 Olympic Games next summer.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE: Advance Media Training Program
Mission High School

NAME OF CONTACT: Daniel T. Derenszynski

TITLE: Corporate Outreach

ORGANIZATION: North Mission Association

ADDRESS: 3004 Sixteenth St., #103
San Francisco, CA 94103

COUNTY: San Francisco

TELEPHONE: (415) 656-2882

PROGRAM DESCRIPTION: The purposes of this organization are to encourage a wider cross-section of North Mission youth to read and support North Mission News and the North Mission Association; provide a challenging real-life training ground in which students will develop communication skills and an in-depth understanding of the community in which they live; and to provide a continuing source of support for the positive contributions made by the youth of the Mission and City at large. Natomas Company provides financial support. Natomas Company contact: Kathleen Kiely, Community Affairs Administrator, Tel: (415) 765-0526.

DESCRIPTORS: Educational Nonprofits; Minority Student Programs

PROGRAM TITLE:	Environmental Volunteers (EV)
NAME OF CONTACT:	James K. Marsh
TITLE:	Vice President of Board of Directors
COMPANY OR ORGANIZATION:	Syntex Corporation
ADDRESS:	3401 Hillview Ave. Palo Alto, CA 94303
COUNTY:	Santa Clara
TELEPHONE:	(415) 855-6111

PROGRAM DESCRIPTION: The Environmental Volunteers are a group of 125 men and women of all ages and backgrounds who give their time and expertise to teach about the region's natural areas, such as forests, foothills, and wetlands. EV operates in Santa Clara and San Mateo counties and reaches both child and adult audiences. In 1982, the program reached 28 school districts and more than 200 classrooms. Major supporters include Chevron Oil and IBM Corporation, as well as various local foundations. Syntex Corporation has also provided annual financial support for the past several years.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE:	The Articulated Community Efforts Program (ACE)
NAME OF CONTACT:	William Marquis
TITLE:	Chairman
COMPANY OR ORGANIZATION:	The San Francisco Senators, Inc.
ADDRESS:	P. O. Box 24245 San Francisco, CA 94124
COUNTY:	San Francisco
TELEPHONE:	(415) 641-8916

PROGRAM DESCRIPTION: The ACE program provides academic tutoring and athletic activities for students who lack the motivation to attend high school classes. Natomas provides financial support.

Natomas Company Contact: Kathleen Kiely, Community Affairs Administrator - Tel: (415) 765-0526

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE: California Coalition for Fair School Finance

NAME OF CONTACT: Barbara Levin

TITLE: Executive Director

COMPANY OR ORGANIZATION: California Coalition for Fair School Finance

ADDRESS: 661 Live Oak, #3
Menlo Park, CA 94025

COUNTY: San Mateo

TELEPHONE: (415) 323-8396

PROGRAM DESCRIPTION: The California Coalition for Fair School Finance develops non-political information publications about public school finance issues. Publications are distributed to citizens, parents, teachers, school boards, superintendents of school districts and others involved in education decision-making.

Advanced Micro Devices provided financial support for the coalition.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE:	Southern California Environmental Education and Leadership Foundation
NAME OF CONTACT:	Diane Anderson
TITLE:	Manager, Community Affairs
COMPANY OR ORGANIZATION:	Rockwell International Inc.
ADDRESS:	3370 Miraloma Avenue Anaheim, CA 92803
COUNTY:	Orange
TELEPHONE:	(714) 632-4192

PROGRAM DESCRIPTION: This is Rockwell International's first year of involvement with this organization, which aims to develop leadership and lifelong commitment to volunteering and community services through training classes. Many of the students serve as counselors following camping and training experiences sponsored by the foundation. The students benefit from the program, by receiving valuable vocational education and experience, and also by acquiring insights and attitudes that will help them grow into responsible adults, competent parents and leaders in their communities.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE:	Build and Organize our Training Skills (BOOST)
NAME OF CONTACT:	Frank Davis
TITLE:	Executive Secretary
COMPANY OR ORGANIZATION:	Young Human Resources Development Corporation
ADDRESS:	333 11th St. Richmond, CA 94801
COUNTY:	Contra Costa
TELEPHONE:	(415) 620-5257

PROGRAM DESCRIPTION: Since 1975, the Career Development Center (CDC) within the Richmond Unified School District has been training and placing motivated young people into entry-level jobs. The center is a joint venture of the county Regional Occupational Program and the Richmond Unified School District.

BOOST, founded in 1982, plays an important role in CDC activities. A nonprofit organization combining the efforts of business, industry, educational institutions and the community, BOOST aims to expand the vocational training opportunities currently available at CDC. Since its inception, BOOST has coordinated development of a Clerical Training Program with the cooperation of independent contracts; developed a Retail Merchandising Program with merchants at Hilltop Mall; and supported student Computer Curriculum Training at Standard Oil of California, San Francisco.

BOOST both provides and solicits support in the forms of curricular development, instructors, and materials and equipment. The organization received major funding support from the Council of Richmond Industries, Chevron USA, and the San Francisco Foundation in 1982. BOOST is now concentrating on encouraging more business involvement in career training activities.

Business firms represented on the BOOST Board of Directors include Chevron U.S.A., Pacific Bell, and Pacific Gas and Electric. Many others participate in BOOST activities and provide financial support.

DESCRIPTORS: Educational Nonprofits; Career Exploration

PROGRAM TITLE:	Money Management Institute (MMI)
NAME OF CONTACT:	Joyce E. Bryant
TITLE:	Vice President and Director of Money Management Institute
COMPANY OR ORGANIZATION:	Household International
ADDRESS:	2700 Sanders Road Prospect Heights, IL 60070
COUNTY:	
TELEPHONE:	(312) 564-6291

PROGRAM DESCRIPTION: Household Internatonal sponsors the Money Management Institute, one of the oldest corporate consumer education departments in the U.S. Established in 1930 as a part of Household Finance, this non-profit department develops booklets, filmstrips, teachers' guides and a newsletter on money management primarily for use in high schools across the U.S. The materials, which are educational, objective and non-promotional, are used in consumer education, home economics, business and math classes to teach basic financial planning, credit, savings and investing, and shopping for food, clothing, equipment, autos and housing.

MMI materials are available to California teachers for the cost of postage and handling. (Booklets - 75¢; filmstrip kits - $5.50) Complimentary materials are also available to give prospective teachers background on the subject of consumer education.

The Money Management Institute department is funded by Household International. All receipts from the sale of materials go toward postage and handling costs. The administration is handled by eight people, including three professionals, and two with educational degrees.

Money Management Institute materials are available at the above prices to any California school.

DESCRIPTORS: Educational Nonprofits; Classroom Materials and Equipment

PROGRAM TITLE: San Mateo County Arts Council

NAME OF CONTACT: Nancy Julonen

TITLE: Executive Director

COMPANY OR ORGANIZATION: San Mateo County Arts Council

ADDRESS: 1219 Ralston Ave.
Belmont, CA

COUNTY: San Mateo

TELEPHONE: (415) 593-1816

PROGRAM DESCRIPTION: The San Mateo County Arts Council provides two programs for students: Museum Tours for Schools and Music in the Schools.

Pacific Bell supports the San Mateo County Arts Council with a corporate financial contribution and through the leadership involvement of Nancy Cunningham, Pacific Bell Community Relations Manager, who serves on the organization's Advisory Board.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE:	Bay Area Black United Fund (BABUF)
NAME OF CONTACT:	Steven Brooks
TITLE:	Director
COMPANY OR ORGANIZATION:	Bay Area Black United Fund
ADDRESS:	1440 Broadway, Suite 402 Oakland, CA 94612
COUNTY:	Alameda
TELEPHONE:	(415)763-7270

PROGRAM DESCRIPTION: The Bay Area Black United Fund is a self-help and fund-raising organization which identifies problems that impact Black people and funds projects and agencies which are working on practical solutions. BABUF's geographical area encompasses nine Bay Area counties which collectively have approximately 450,000 Black residents. One-third of its funded projects are educationally oriented. Pacific Bell has made a corporate contribution in support of this program.

DESCRIPTORS: Educational Nonprofits; School Foundations; Minority Students Programs

PROGRAM TITLE:	Children's Theatre Workshop - Puppet Show
NAME OF CONTACT:	Ken Mercer
TITLE:	Staff Manager
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	1 Annabel Lane San Ramon, CA
COUNTY:	Contra Costa
TELEPHONE:	(415) 820-4460

PROGRAM DESCRIPTION: The Children's Theatre workshop group brings children into the theatre environment by allowing them to have hands-on experience in putting on first class plays. The children participate in everything from building sets to acting. The Puppets Program is a series of puppet performances which go to every school in the cities of Dublin, Pleasanton and Livermore.

The history of puppets is explained, and the craft involved in making puppets is also demonstrated.

Pacific Bell contributes to the Children's Theatre Workshop and a company employee serves on the organization's board of directors.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE:	Parents Who Care
NAME OF CONTACT:	Ken Mercer
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	1 Annabel Lane, San Ramon, CA
COUNTY:	Contra Costa
TELEPHONE:	(415)820-4460

PROGRAM DESCRIPTION: Parents Who Care is an educationally related nonprofit organization which is working to provide information to parents and students to help reduce drug problems among youth. The members of the organization meet with the parents of school children to assist them with drug education. Printed materials are made available and the organization operates a hotline.

Pacific Bell supports this organization with a corporate contribution, and an employee serves on the organization's Board of Directors.

DESCRIPTORS: Educational Nonprofits; Parenting Program

PROGRAM TITLE: Oakland History Room

NAME OF CONTACT: Doug Jones

TITLE: External Affairs Manager

COMPANY OR ORGANIZATION: Pacific Bell

ADDRESS: 2150 Webster, Oakland, CA

COUNTY: Alameda

TELEPHONE: (415)645-8643

PROGRAM DESCRIPTION: The Oakland Public Library established the Oakland History Room in 1981 as a result of a special project funded primarily by Pacific Bell. Its purpose is to provide a special room to display those articles, documents and photographs pertaining to the history of the City of Oakland. The Oakland History Room provides a centralized place where students can easily obtain high quality reference material on Oakland's history to use in conjunction with their classroom studies.

DESCRIPTORS: Educational Nonprofits; Classroom Materials and Equipment

PROGRAM TITLE:	Drinking and Driving Education Commission
NAME OF CONTACT:	Jim Bower
TITLE:	Community Relations Staff Manager
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	One Rebar Center, Rm. 103 Salinas, CA
COUNTY:	Monterey
TELEPHONE:	(408)758-7286

PROGRAM DESCRIPTION: The City of Salinas has instituted the Drinking and Driving Education Commission. Its purpose is to encourage safe driving and to convey the negative relationship between the use of alcohol and safe driving. Presently, three Salinas high schools are participating in the program.

Pacific Bell Community Relations Manager Jim Bower serves on the commission.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE: East Valley Education Foundation (EVEF)

NAME OF CONTACT: Larry Evans

TITLE: Vice President of Manufacturing

COMPANY OR ORGANIZATION: Tandem Computers, Inc.

ADDRESS: 19333 Vallco Park
Cupertino, CA 95014

COUNTY: Santa Clara

TELEPHONE: (408) 725-6013

PROGRAM DESCRIPTION: EVEF is an independent, regional educational foundation established to secure and distribute non-governmental funds to elementary and high schools in East San Jose.

EVEF provides a vehicle for community residents, school officials and personnel, and private sector groups to focus on the educational needs and challenges facing this large, low-wealth, minority-populated area encompassing 75 schools. EVEF provides a link between the six elementary schools districts and one high school district in its service area, and serves as a cost-effective vehicle for raising and distributing funds and resources. EVEF also aims to increase public support for education and to inform the general community of the severe financial crisis now facing public schools.

EVEF encourages strong programs initiated at school sites, which demonstrate innovative and effective ways to improve the learning environment, instructional effectiveness and student motivation. The foundation accepts small grant proposals from school sites for projects designed by teachers, parent groups, and student groups, which address high priority needs at the school and for which funding is not available through government sources.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE:	San Francisco Educational Services (SFES)
NAME OF CONTACT:	Mike M. Fairchild
TITLE:	Executive Director
COMPANY OR ORGANIZATION:	San Francisco Educational Services
ADDRESS:	333 Valencia St., Suite #200 San Francisco, CA 94103
COUNTY:	San Francisco
TELEPHONE:	(415) 864-6234

PROGRAM DESCRIPTION: San Francisco Educational Services is a non-profit organization which provides professional educational assistance to underachieving San Francisco children through a variety of services. Three major programs focus on professional tutoring, educational counseling, and advocacy for youngsters. Two of these programs are unique, in that they operate out of the homes of clients. Following is a brief description of SFES programs:

Educational Counseling: This program provides one-to-one educational counseling to youngsters who are status offenders and having problems in school. Advocacy, counseling and educational planning are supplemented with assistance in basic skills development. Referrals are made through social service, community and school agencies.

Professional Tutoring: This program focuses on working with underachieving San Francisco youth to raise their basic academic skills. It operates on a one-to-one basis in the client's home, using professional educators. The Wide Range Achievement Test is used as a pre- and post-testing measure. A sliding fee scale for users is supplemented with foundation and corporate support, private donations and fund-raising.

Southeast Tutorial and Educational Program: Community Mental Health and the Department of Social Services work with SFES to provide educational assistance to foster children five - 18.

SFES receives its funding from fees, corporate and foundation contributions, government contracts and fund-raising events. Corporate supporters include Foremost-McKesson, Chevron, California First Bank, Metropolitan Life, Wells Fargo Bank, Bank of America, Natomas Company, Levi Strauss, and others.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE: In-School Opera Programs

NAME OF CONTACT: Margaret Straka

TITLE: Manager

COMPANY OR ORGANIZATION: Scholar Opera, Inc.

ADDRESS: 877 Moana Court
Palo Alto, CA 94306

COUNTY: Santa Clara

TELEPHONE: (415) 858-2224

PROGRAM DESCRIPTION: Scholar Opera pursues three goals: to introduce the youth of the Bay Area to the great musical heritage of opera; to provide the community with high quality opera productions appealing to the whole family at a modest ticket price; and to offer salaried performance opportunities to young, gifted professional opera artists as a step toward realizing their career goals.

In-School Opera programs, one of Scholar Opera's most creative features, are 30-minute opera performances given in full costume and makeup in conjunction with our full opera productions. Sung in English, these specially written vignettes feature the principal singers and conclude with a ten-minute dialogue between the singers and the children. A docent program, conducted by volunteers trained by Scholar Opera, is available to provide classroom instruction several days following the performances. Many of the youngsters and their families later attend a full theatre performance of the vignette they have seen, visiting with their favorite singers afterwards.

A videotape loan program, featuring our educational documentary "The Making of an Opera" and full-length performances of past productions is available to schools and community groups for a small handling fee.

In operation since 1976, Scholar Opera's In-School program reaches roughly 35,000 students in 96 schools in San Francisco, San Mateo and Santa Clara counties each year. Schools contribute $85 toward program costs, which typically run around $215. The In-School program primarily serves elementary school students but is also available to junior high and high school students.

PROGRAM TITLE: In-School Opera Programs (continued)

Scholar Opera is funded through school, foundation and corporate contributions. Support from business comes in both annual financial contributions and in-kind contributions, such as printing, computer work, audio/visual and photography services.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE:	Prevention of Delinquency Through Constructive Activities
NAME OF CONTACT:	Clara Hood
TITLE:	Executive Director
COMPANY OR ORGANIZATION:	Girls Club of S.W. Los Angeles, Inc.
ADDRESS:	6525 S. Normandie Ave., P.O. Box 44165 Los Angeles, CA 90044
COUNTY:	Los Angeles
TELEPHONE:	(23) 750-4583

PROGRAM DESCRIPTION: The purpose of this non-profit agency is to provide an affordable after-school program and a daily 12-hour day camp during the summer for inner-city youth, age six through high school. The program is designed to help prevent juvenile delinquency by providing activities and positive reinforcement. The parent program is National Girls Club of America.

The Girls Club supplements local public education through its tutorial program, health education and consumer education activities. In addition, the club works with the Los Angeles Board of Education to give high school students practical training in social studies while gaining employment experience, for which they earn money to help defray school expenses.

The agency is funded through United Way, Inc., private corporate contributions, individual contributions and fees from parents of participants. A summer youth employment program is offered through the center each year in conjunction with the City of Los Angeles.

The agency has received donations from Pacific Bell, TRW Employees Union, Disneyland Foundation, Marine Toys for Tots, Hollywood Park, Los Angeles Times, and Toyota. While there are currently no representatives of business on the Board, this would be highly desirable.

DESCRIPTORS: Educational Nonprofits; Summer Youth Programs; Work Experience

PROGRAM TITLE: Industry Education Council of California (IECC)

NAME OF CONTACT: Henry D. Weiss

TITLE: Executive Vice President

COMPANY OR ORGANIZATION: Industry Education Council of California

ADDRESS: 1575 Old Bayshore Highway, Suite 106
Burlingame, CA 94010

COUNTY: Statewide

TELEPHONE: (415) 697-4311

PROGRAM DESCRIPTION: IECC is a nonprofit organization of leaders from business, industry, labor, government and education, which operates on the premise that our education system is the largest human resource development agency in almost any community - and that human resource development is a key to California's economic future.

IECC is a statewide umbrella for 27 regional and local Industry Education Councils, which range from Lassen County in the north to San Diego in the south. IECC acts as a catalyst, linking agent, resource coordinator, and implementor for national, state, and regional basic education and education-to-work improvement. IECC identifies promising educational practices and concepts, and develops and disseminates pilot demonstrations emphasizing business/education cooperation. These pilots are adapted to state, regional and local programs through IECC's local councils.

The statewide IECC was organized nearly ten years ago; founding members were Bank of America and Pacific Bell. Today, more than 700,000 students, 10,000 teachers, administrators and counselors, and 1,200 businesses participate statewide.

Business plays a key role in IECC activities. For instance, business firms are involved in more than 40 IECC state and local partnership projects, which demonstrate how existing resources can improve education and student transition from school to work with help from the private sector. Business and industry also participate on task forces focusing on upgrading

PROGRAM TITLE: Industry Education Council of California (continued)

instruction in math, science, high tech and computer sciences. Teacher training and development of new educational programs responding to local economic situations are also part of IECC task force activities.

Local IECs also sponsor conferences and workshops, such as Executive Exchange '83, held in Santa Clara County, which focused on "Education Today, Productivity Tomorrow." Bill Honig, California State Superintendent of Public Instruction, was one of the keynote speakers at this event.

IECC funding is provided by the business community and public agencies. Business and industry also provide indirect support through personnel, materials, equipment, and work-site experience for students.

DESCRIPTORS: Educational Nonprofits; Curriculum Development and Revitalization; Employee Volunteer Programs; Conference Sponsorship

PROGRAM TITLE:	Enterprise for High School Students
NAME OF CONTACT:	Martha M. Brigham
TITLE:	Executive Director
COMPANY OR ORGANIZATION:	Enterprise for High School Students
ADDRESS:	3275 Sacramento St. San Francisco, CA 94115
COUNTY:	San Francisco
TELEPHONE:	(415) 921-6554

PROGRAM DESCRIPTION: Enterprise is a nonprofit volunteer agency that provides job referrals, job counseling, and apprenticeships for high school students in San Francisco. The program was founded in 1969.

The Exploration in Training and Careers Apprenticeship Program was established by Enterprise in 1975. This program provides opportunities for highly motivated juniors and seniors in high school to explore careers in a variety of fields, including law, business, engineering, architecture, computer science and medicine. The program gives high school students a realistic basis for making future career choices; helps them develop contacts; and provides them with an opportunity to evaluate their own abilities, motivation and career goals. Some 85 students are served in this program each year.

Enterprise receives no government funding and relies upon foundation and corporate and individual contributions for its support. In 1982, nearly 50 foundations and business firms contributed to the program. In addition, Enterprise sponsors a fall antiques show and other special events to raise revenues.

DESCRIPTORS: Educational Nonprofits, Career Exploration

PROGRAM TITLE: In-School Scouting

CONTACTS:

Lynne L'Amoureux
Director of Field Services
Angeles Girls Scouts Council
2533 West Third St.
Los Angeles, CA 90057
(213) 388-9471

Leticia Maldonado
Field Director
Boy Scouts of America
San Francisco Bay Area
8480 Enterprise Way
Oakland, CA
(415) 638-3600

COUNTY:

Los Angeles

Alameda

PROGRAM DESCRIPTION: In-School Scouting Programs were developed to meet the needs of youth in inner-city areas, where it is often difficult to recruit volunteer Scout troop leaders. The In-School Scouting Program is presented within classroom settings, one hour per week in various schools throughout the state.

The program is delivered by paid work-study students who have been trained in Scouting programs and principles. Business volunteers also participate as speakers. Youths participating in the program receive membership, uniforms, and proficiency badges (as earned) free of charge. They are taught traditional Scout values and encouraged to develop skills and self-esteem.

The program has been well-received by school districts. Teachers claim it is a helpful tool in supporting classroom activities. There is evidence that young people who participate in this program also improve their reading skills and their group process skills.

The program is funded through United Way and various community grants, and many private businesses including Pacific Bell, Kaiser Aluminum and Chemical Corporation and the Clorox Company.

DESCRIPTORS: Educational Nonprofits; Employee Volunteer Programs

PROGRAM TITLE:	Girl Scout Centers
NAME OF CONTACT:	Lynne L'Amoureux
TITLE:	Director of Field Services
COMPANY OR ORGANIZATION:	Angeles Girls Scouts Council
ADDRESS:	2533 West Third St. Los Angeles, CA 90057
COUNTY:	Los Angeles
TELEPHONE:	(213) 388-9471

PROGRAM DESCRIPTION: Until recently, all Girl Scout programs were delivered through traditional neighborhood troops led by volunteers. Today, Girl Scouts are exploring alternative delivery systems in the form of drop-in centers. Girl Scout drop-in centers are located in community buildings throughout the Los Angeles area and are easily accessible to a great number of girls in the community.

Girls have the opportunity to participate in a wide variety of activities at these centers, including Girl Scout badge work, career exploration, guest speaker presentations, field trips, drama, sports, etc. During the school year, centers are open every day of the week and during vacation months. At present, close to 1,000 girls are participating in center programs.

These centers are located in East Los Angeles, South Vermont, East Hollywood, Inglewood, Watts, and Bell-Maywood areas. Due to many social factors in these communities, including transiency, single parent homes, overpopulation, language problems, drugs and alcoholism, it is difficult to recruit troop leaders who are able to devote several hours each week on a consistent basis. Girl Scout centers have proven to meet a real need in these areas, teaching values, skills, and encouraging self-determination.

Various foundations and business grants, along with the United Way, provide funding for this program.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE: Network

NAME OF CONTACT: Roberta Joyner

TITLE: Executive Director

COMPANY OR ORGANIZATION: Network

ADDRESS: 560 14th St.
Oakland, CA 94612

COUNTY: Alameda

TELEPHONE: (415) 893-9403

PROGRAM DESCRIPTION: Network was initiated in the spring of 1982 with funding from Sea-Land Service, Inc., R. J. Reynolds Industries, and the Gannett Foundation. The program's purpose is to serve the entry-level hiring needs of local employers.

Network clients are employers in local business and industry. Their input into program content and design is gained through participation on the board, and as personal mentors for Network interns.

Network interns, ranging in age from 17 to 26 ,are representative of the ethnic diversity of the Oakland community. They are selected, in part, for their motivation and their ability to meet the rigorous requirements of the 16-week training program. Their training includes employability skill training; remediation and upgrading in English and math skills; clerical training; and, if appropriate, internships in local industry.

Special training for high school youth has included an orientation to business expectations and to appropriate business behavior.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE:	Guided Tours of Alexander Lindsay Junior Museum
NAME OF CONTACT:	Sam Smoker
TITLE:	Director
COMPANY OR ORGANIZATION:	Alexander Lindsay Junior Museum
ADDRESS:	1901 First Ave. Contra Costa, CA
COUNTY:	Contra Costa
TELEPHONE:	(415) 935-1978

PROGRAM DESCRIPTION: Alexander Lindsay Junior Museum is an accredited museum which features wildlife rescue and release; programs dealing with animals and ecology delivered to schools all over Contra Costa County for a nominal fee; and tours of the museum in which adult docents take school children to view the many live animals and exhibits housed in the building. These programs are funded by private contributions, donations and memberships as well as by donations from local businesses.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE:	Friends of the San Francisco Public Library
NAME OF CONTACT:	Margaret Mayer
TITLE:	Executive Director
COMPANY OR ORGANIZATION:	Friends of the San Francisco Public Library
ADDRESS:	Main Library, Civic Center San Francisco, CA 94102
COUNTY:	San Francisco
TELEPHONE:	(415) 558-3770

PROGRAM DESCRIPTION: Friends of the San Francisco Public Library, a non-profit organization founded in 1961, seeks to strengthen existing resources and build community support for the library. Through memberships, grants, book sales and a lecture series, the organization expects to raise nearly $400,000 in 1983/84 for library programs. Business supports program activities through cash and in-kind contributions, and several business representatives serve on the board of directors.

Projects which enhance the relationship between library and schools are constantly encouraged. Summer reading programs, theater and story-writing workshops for young people go on at all branch libraries. A guide to literacy programs in San Francisco was recently published. The library staff makes visits to all the public schools to acquaint students with services offered by the public library. Staff also distributes information on recreational reading materials and programs, as well as information on career, job and college counseling for young adults.

DESCRIPTORS: Educational Nonprofits; Basic Skills Development

PROGRAM TITLE: A Community Education Project

NAME OF CONTACT: Barbara R. Levin

TITLE: Executive Director

COMPANY OR ORGANIZATION: California Coalition for Fair School Finance (CCFSF)

ADDRESS: 661 Live Oak Ave., Suite 3
Menlo Park, CA 94025

COUNTY: San Mateo

TELEPHONE: (415) 323-8396

PROGRAM DESCRIPTION: The California Coalition for Fair School Finance is a statewide non-profit corporation, headquartered in Menlo Park, which develops and distributes objective information about current and emerging issues in kindergarten-12th grade education. CCFSF's purpose is to facilitate understanding and decision-making by providing accurate and clear information. The organization is unique in its non-advocacy and neutrality, which enhances the value of the information. A 19-member board of directors directs the organization; a five-person staff carries out the program. Three organizations with long interest in community involvement and education - the California State Parent-Teachers Association, League of Women Voters of California and the California State Division of the American Association of University Women - organized CCFSF in 1977 and continue their sponsorship. CCFSF is supported by contributions from corporations, foundations and individuals.

CCFSF activities include presentations, publications, annual March conferences in Berkeley and Los Angeles, and a volunteer Speakers Bureau in the Bay Area.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE: Los Angeles Children's Museum

NAME OF CONTACT: John W. Armstrong

TITLE: Executive Director

COMPANY OR ORGANIZATION: Los Angeles Children's Museum

ADDRESS: 310 North Main St.
Los Angeles, CA 90012

COUNTY: Los Angeles

TELEPHONE: (213) 687-8801

PROGRAM DESCRIPTION: The Los Angeles Children's Museum, founded in 1979, is a place where children learn by doing. In an interactive, play-like atmosphere, everyday experiences are demystified. Children are encouraged to make choices, imagine, invent and create, pretend and work together. Hands-on participation in each of the museum's exhibits helps children to learn what people do, how they think and feel, and the kinds of things that society has made and valued. Programs integrate the arts and humanities with the sciences and technology to complement traditional classroom methods, making visible to educators and parents alike the vast variety of ways in which learning occurs. In 1982, more than 259,000 persons visited the museum's downtown Los Angeles facility.

Recently, the Museum also opened a satellite museum in the Del Amo Fashion Center in Torrance, and that facility is serving an estimated 1,500 persons per week. The museum, which is funded by admissions fees and contributions from individuals, companies, and foundations, serves the entire five-county Southern California area, drawing visitors from as far away as Ventura, San Bernardino, and San Diego.

The museum is administered by a 24-member board of trustees comprised of community leaders from a variety of backgrounds. Business representatives on the board include the presidents of the Crocker Bank, Metropolitan Theatres Corporation, Pauling & Company, Rainbow Television Works, S.P.C. Securities Services Corporation and Computer Memories.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE:	Junior Statesmen
NAME OF CONTACT:	Richard Prosser
TITLE:	Executive Director
COMPANY OR ORGANIZATION:	The Junior Statesmen Foundation
ADDRESS:	633 Menlo Ave., Suite 100 Menlo Park, CA 94025
COUNTY:	Statewide (headquartered in San Mateo county)
TELEPHONE:	(415) 327-2131

PROGRAM DESCRIPTION: For 50 years, the Junior Statesmen program has helped California high school students gain the knowledge and skills necessary for active participation in public affairs. Five thousand high school students on 150 California campuses participate in this nonpartisan school-sponsored extra-curricular program. On a statewide basis, the Junior Statesmen Foundation provides educational and administrative leadership for the program. The business community is the largest single funding source.

The Junior Statesmen program enhances the social studies curriculum by giving interested students opportunity to improve their understanding of the political process, debate current issues, and develop leadership skills.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE:	International Leadership Seminar
NAME OF CONTACT:	William Babb .
TITLE:	Administrative Director
COMPANY OR ORGANIZATION:	Hugh O'Brian Youth Foundation
ADDRESS:	10880 Wilshire Blvd., Rm. 1500 Los Angeles, CA 90024
COUNTY:	Los Angeles
TELEPHONE:	(213) 474-4370

PROGRAM DESCRIPTION: The Hugh O'Brian Youth Foundation is a public tax-exempt foundation dedicated to the recognition and development of leadership potential of high school sophomores. Since its inception in 1958, thousands of young people throughout the United States and many foreign countries have participated in the foundation's State and International Leadership Seminars (ILS) annually.

The three-day state seminars and week-long ILS provide a structured and exciting setting for young people to interact with recognized local, state and national leaders from business, industry, the arts, education, government and the professions as well as with each other.

The effectiveness of the give-and-take workshops is pointed out by the most recent alumni survey. As a direct result of the seminar experiences:

- o 93 percent of the alumni are more willing to make decisions and be responsible for the effects of these decisions.
- o 98.8 percent began to think about new career possibilities.
- o 71 percent have received awards for school or community activities.
- o 70 percent are pointed toward careers in business and industry, law and the health sciences.

The organization receives support from a wide variety of companies located in California and throughout the nation.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE:	Young People of Lynwood
NAME OF CONTACT:	Beverly Mount
TITLE:	Corporate Secretary
COMPANY OR ORGANIZATION:	Western Gear Corporation
ADDRESS:	2600 E. Imperial Highway Lynwood, CA 90262
COUNTY:	Los Angeles
TELEPHONE:	(213) 638-7821

PROGRAM DESCRIPTION: Young People of Lynwood Self-Help Program helps young people in the community find employment and also provides recreational activities for youth.

The organization is 70 percent self-supporting. Any budget deficit is currently financed by a local company. In addition, the business community provides volunteers who speak to small groups of young people on career-related topics.

For more information. please contact Tony Kerr, Director - (213) 639-2583

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE: Young Audiences of the Bay Area, Inc. (YA)

NAME OF CONTACT: Stephanie Waldenberg

TITLE: Executive Director

COMPANY OR ORGANIZATION:

ADDRESS: 55 New Montgomery St., #801
San Francisco, CA

COUNTY: San Francisco

TELEPHONE: (415) 495-8380

PROGRAM DESCRIPTION: Young Audiences is a national nonprofit organization which sponsors professional performing arts education programs in the schools. The San Francisco chapter is now in its 25th year of operation and serves the five Bay Area counties of Contra Costa, Alameda, San Francisco, San Mateo and Marin. This past year, YA reached over 110,000 school children in 585 programs, at a cost of only 90¢ per child.

Drawing on the services of professional artists specially trained and certified by YA, the organization offers school programs in classical and contemporary music, dance and theater. In its uniquely tailored programs, children don't just observe, they participate. The basic formats include: a performance/demonstration offering basic introduction to an art form; a series of thematically linked performance/demonstrations; and in-depth classroom workshops for students and teachers. YA also provides schools with education materials to prepare students for performances and to help reinforce the concepts the artists convey.

Quite often, these programs are a child's first exposure to live performing arts. The organization believes that this exposure is the right of every child and an integral part of the education process. This goal has become ever more important as funds for school arts programs have diminished. In the past, support for this organization has come from schools, parents' groups, private foundations, corporations, and public arts agencies. More than ever, there is a need for the business community to assist in bringing live arts experiences to school children - an investment in the arts and audiences of tomorrow.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE: K-12 Public Education in California

NAME OF CONTACT: Georgianne Thomsen

TITLE: Education Director

COMPANY OR ORGANIZATION: League of Women Voters of California

ADDRESS: State Office-LWVC- 926 J St., Suite 1000
Sacramento, CA 95814

COUNTY: Sacramento

TELEPHONE: (916) 442-7215

PROGRAM DESCRIPTION: The League of Women Voters of California was organized in 1920 and now has 78 local leagues serving 37 counties and 395 communities throughout the state. Its purpose is to promote political responsibility through informed and active participation of citizens in government. The State League provides information about and lobbies for the state kindergarten through Grade 12 public school system. The members support adequate funding, primarily by the state, to meet the educational needs of each child in California. Local leagues are currently conducting a two-year study of public education with emphasis on financing, curriculum and employment issues.

Local league members also act as observers of their boards of education and encourage parent/community involvement in their neighborhood schools. They place responsibility at the local level for community assessment of local educational needs and goals, formulation and implementation of educational programs, and evaluation of program and certificated personnel. They support equal opportunity and equal access.

The League is a non-partisan organization open to all citizens of voting age. It is supported by member and community donations, dues, business and foundation grants and projects, and its tax-exempt LWV-US Education Foundation Fund. At all levels, the League is governed by a board of directors, which may include business and professional men and women and other citizens from all walks of life.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE: Character Education Curriculum/ Achievement Skills

NAME OF CONTACT: Frank Goble

TITLE: President

COMPANY OR ORGANIZATION: Thomas Jefferson Research Center

ADDRESS: 1143 North Lake Ave.
Pasadena, CA 91104

COUNTY: Los Angeles

TELEPHONE: (213) 798-0791

PROGRAM DESCRIPTION: The Thomas Jefferson Research Center is a non-profit corporation founded in 1963 out of concern over increasing crime rates, juvenile delinquency and other costly problems. Directed and managed by experienced business executives, the center is a national clearinghouse for programs for parents and teachers to help young people build character and self-discipline.

For elementary school children, the research center is active in the distribution of the Character Education Curriculum, developed by the American Institute for Character Education. This program, now in use in thousands of elementary school classrooms across the country, has the demonstrated ability to cause significant improvements in school discipline, reduce violence and vandalism, and improve attendance and scholarship. The program is also highly cost-effective.

For older students, the research center has developed a course in applied ethics, character and human relations called Achievement Skills. This program is presently being tested in several junior and senior high schools.

The center's character-building programs are frequently financed by business firms and foundations, as well as service clubs. Some 80 corporations and foundations provide financial support for the programs.

DESCRIPTORS: Educational Nonprofits; Classroom Materials and Equipment

PROGRAM TITLE: Educational Television

NAME OF CONTACT: John Hershberger

TITLE: President/General Manager

COMPANY OR ORGANIZATION: KVIE - Channel 6

ADDRESS: P. O. Box 6, Sacramento, CA 95801

COUNTY: Sacramento

TELEPHONE: (916) 929-5843

PROGRAM DESCRIPTION: KVIE is the public television station serving Sacramento, Stockton and an 18-county area in central California. It has served students in its broadcast area for 25 years with in-school educational television programming and with broader-based programming such as "Sesame Street," "Rainbow of Reading," "3-2-1 Contact," "Mr. Roger's Neighborhood" and "The Electric Company." Also, many of its general audience programs are used for instructional purposes including "NOVA," "The Ascent of Man," the Shakespeare plays and "Alistair Cooke's America."

KVIE's budget for fiscal year 1984 is $4.2 million. While over half the revenue comes directly from our individual and family members, it also receives support from the local business community in a number of ways. Twenty corporations will pay over $175,000 to underwrite the acquisition or production costs of specific programs in fiscal year 1984. Forty-eight smaller companies provide general support through annual contributions of $300-$500 as Corporate Club members. Also, local businesses provided more than $640,000 in merchandise, services or cash to support the station's 24th annual televised auction in June 1983.

DESCRIPTORS: Educational Nonprofits

PROGRAM TITLE: KTEH/Channel 54: Instructional Television Service (ITV)

NAME OF CONTACT: Dr. Peter C. B. Craske

TITLE: Manager, Learning Services, KTEH

COMPANY OR ORGANIZATION: KTEH/Channel 54

ADDRESS: 100 Skyport Dr.
San Jose, CA 95115

COUNTY: Santa Clara

TELEPHONE: (408) 947-6645

PROGRAM DESCRIPTION: Since 1964, KTEH/Channel 54, a public television station licensed to the Santa Clara County Office of Education, has provided instructional television programming to some 100,000 kindergarten through eighth grade schoolchildren for 30 weeks during the school year and, additionally, for five weeks during summer vacation.

The 1,200 hours of instructional programming broadcast annually range from a series in the area of language arts and social studies to science, math, music, and art. Detailed teachers' guides accompany almost all series, and the station maintains a staff of highly qualified former teachers who assist classroom teachers to make the most effective use of the instructional programming.

In recent years a number of local companies and organizations have chosen to underwrite KTEH's instructional television programming and ancillary activities in return for on-air recognition. Recent underwriters of KTEH's ITV service include: Creative Publications, Marriott's Great America, and the Alpha Beta Company.

DESCRIPTORS: Educational Nonprofits

BUSINESS ASSOCIATION PROGRAMS AND COMMUNITY PARTNERSHIPS

Business groups and associations contribute to education through a rich variety of programs and services, many of which involve partnerships with local educators. These partnerships appear to be a very effective means of tackling local school problems and in leading to renewed business and community support for education.

School improvement activities range from studies to increase administrative efficiency to fundraising for a mobile library. Many chambers of commerce work through broad-based task forces to tackle issues such as improvement of school curricula and teaching quality; legislative reform; and ways to expand business/education partnerships.

Other businesses concentrate on introducing students to the world of work and the free enterprise system, through speaker programs, career exploration activities and tours of local firms. Several local chambers have joined forces to create an employment clearinghouse for high school students.

Business associations also provide financial support for school programs, such as grants for computer education. Some sponsor student scholarship programs, while others recognize and reward outstanding teachers and administrators.

PROGRAM TITLE: California Manufacturers Association (CMA) - Education Task Force

NAME OF CONTACT: LaJune Bush

TITLE: Chairperson

COMPANY OR ORGANIZATION: California Manufacturers Association

ADDRESS: Contact - Kathryn Comstock, Staff Director, P.O. Box 1138, Sacramento, CA 95814

COUNTY: Santa Clara

TELEPHONE: (916) 441-5420

PROGRAM DESCRIPTION: In November 1982 the California Manufacturers Association named an Education Task Force to address kindergarten through grade 12 education reform legislation as recommended by the California Roundtable report. The committee has provided a forum through which CMA member companies, public officials, and business associations can discuss educational issues. The committee also plans to pursue: (1) member company service information about relationship development with education; (2) legislative review of issues in other areas of concern to industry, such as vocational education; (3) report of philanthropic trends in California for kindergarten through grade 12.

DESCRIPTORS: Business Association Programs and Community Partnerships

PROGRAM TITLE:	San Francisco Chamber of Commerce Education Committee
NAME OF CONTACT:	Toni Tepi Williams
TITLE:	Manager, Governmental Affairs
COMPANY OR ORGANIZATION:	San Francisco Chamber of Commerce
ADDRESS:	465 California St. San Francisco, CA 94106
COUNTY:	San Francisco
TELEPHONE:	(415) 392-4511

PROGRAM DESCRIPTION: This chamber committee represents and promotes the joint interests of business and education in meeting the needs of the City of San Francisco; secures and coordinates adequate financial and personnel support from the private sector for the implementation of programs which meet long-term objectives; and works with elementary, high school, community college, local university and college leadership on specific programs. Pacific Gas and Electric Company participates as an active chamber committee member, and printed the consultant's report on San Francisco Unified School District.

DESCRIPTORS: Business Association Programs and Community Partnerships

PROGRAM TITLE: Awareness Week

NAME OF CONTACT: Charles T. Buck

TITLE: President

COMPANY OR ORGANIZATION: Buck Knives, Inc.

ADDRESS: 1900 Weld Boulevard
El Cajon, CA 92020

COUNTY: San Diego

TELEPHONE: (619) 449-1100

PROGRAM DESCRIPTION: Awareness Week is a program put together by the El Cajon Chamber of Commerce to acquaint local junior high youth with principles of free enterprise through one week of classroom study and tours of local manufacturing and retail businesses.

The program has been effective in giving the young people a graphic look at business in action.

DESCRIPTORS: Business Association Programs and Community Partnerships; Business and Economic Education

PROGRAM TITLE: Orange County Industrial League Together: Industry/Education (TIE)

NAME OF CONTACT: Diane Anderson

TITLE: Manager, Community Affairs

COMPANY OR ORGANIZATION: Rockwell International Inc.

ADDRESS: 3370 Miraloma Avenue
Anaheim, CA 92803

COUNTY: Orange

TELEPHONE: (714) 632-4192

PROGRAM DESCRIPTION: Rockwell International has been a member of the Orange County Industrial League for the past five years. This year it will contribute corporation trust funds and become a participant in the TIE program.

This public/private partnership was created to reinforce the basic academic curriculum through a variety of experiences with member companies.

Over 12,000 students and 150 high schools have had exciting and innovative experiences with over 100 business enterprises during the six years of the TIE program. The program was recently selected as one of three model programs in the State of California by the California Association of Work Experience Coordinators.

The program experience includes curriculum-related guest speakers, on-site experiences, internships and a teacher summer program.

DESCRIPTORS: Business Association Programs and Community Partnerships

PROGRAM TITLE: Adopt-A-Class Program

NAME OF CONTACT: Wesley Bush

TITLE: Chamber Manager

COMPANY OR ORGANIZATION: El Segundo Chamber of Commerce

ADDRESS: 427 Main Street, El Segundo, CA 90245

COUNTY: Los Angeles

TELEPHONE: (213) 322-1220

PROGRAM DESCRIPTION: Four TRW employees participated in the Adopt-A-Class program sponsored by the El Segundo Chamber of Commerce. The district instituted the class program instead of Adopt-A-School because the district is very small and is surrounded by many businesses. TRW volunteers served as role models, tour guides and resource contacts for the company's school assistance program.

DESCRIPTORS: Business Association Programs and Community Partnerships; Adopt-A-School

PROGRAM TITLE:	Business Support of School Programs
NAME OF CONTACT:	Jon W. Scharer
TITLE:	Assistant Superintendent, Instruction
COMPANY OR ORGANIZATION:	Redlands Unified School District
ADDRESS:	P. O. Box 1008 Redlands, CA 92373
COUNTY:	San Bernardino
TELEPHONE:	(714) 793-2301

PROGRAM DESCRIPTION: During the 1982-83 school year the Redlands Unified School District received substantial support from service clubs which have as their members a significant number of local businesspeople. The following contributions from Kiwanis clubs are indicative of the kind of assistance provided to support local school programs:

- The Noon Kiwanis organization provided a grant to develop a computer literacy program for all 7th graders in the district.
- Kiwanis also provided a grant to Redlands High School to support an environmental education program.
- A grant was also given to a teacher in Fallsvale Elementary School to purchase material for a character education course.
- In addition, the Evening Kiwanis provided a grant to Orangewood High School for the development of a journalism program.

DESCRIPTORS: Business Association Programs and Community Partnerships; Classroom Materials and Equipment

PROGRAM TITLE:	Chamber of Commerce Education and Training Advisory Committee
NAME OF CONTACT:	Kay Yu
TITLE:	Manager, Government Affairs
COMPANY OR ORGANIZATION:	San Francisco Chamber of Commerce
ADDRESS:	465 California Street San Francisco, CA
COUNTY:	San Francisco
TELEPHONE:	(415) 392-4511

PROGRAM DESCRIPTION: San Francisco's Strategic Plan, sponsored by the San Francisco business community under the direction of the San Francisco Chamber of Commerce, identified four strategic issues as having particular importance to the city and business. One of the issues analyzed was job and business opportunities. The study indicated that there is now a mismatch between types of education and training provided, and the skills needed by city residents for jobs of the future.

An Education and Training Advisory Committee, chaired by Alton H. Kingman, Executive Vice President of First Interstate Bank of California, was formed to address this issue. The committee is made up of key public and private sector representatives. Private sector members are from industries with potential for high employment growth.

Although the Education and Training Advisory Committee is new, it builds on the earlier work of the chamber's Education Committee. One of the committee's main objectives is to open up dialogue between the business and education communities. Priority issues include basic skills and job readiness; public information and constituency building; math, science and computer literacy; linking schools to the work place; and building a data base. Specific projects will be built around these issues.

Business members of the Education and Training Advisory Committee include Pacific Gas & Electric Company, IBM, Macy's, First Interstate Bank, Pacific Bell, Micro Courseware and the Westin St. Francis Hotel.

DESCRIPTORS: Business Association Programs and Community Partnerships

PROGRAM TITLE:	Los Angeles Area Chamber of Commerce Education Committee
NAME OF CONTACT:	Gerald D. Foster, Chairman
TITLE:	Vice President - Pacific Bell
COMPANY OR ORGANIZATION:	Los Angeles Area Chamber of Commerce
ADDRESS:	1010 Wilshire Boulevard Los Angeles, CA 90017
COUNTY:	Los Angeles
TELEPHONE:	(213)975-7442

PROGRAM DESCRIPTION: The Los Angeles Area Chamber of Commerce recognizes that education plays a key role in the success of our community. Lack of quality education can result in lost opportunities, lost business, lost jobs and a declining standard of living.

The chamber's Education Committee, comprised of businesspeople and education administrators in the greater community, has established an ongoing relationship with school system administrators to improve public schools. The effort is carried out through a wide range of programs addressing the following concerns:

- o enhancing the cost effectiveness of school administration;
- o generating legislative reform which would permit greater flexibility in designing programs to meet local needs and to make available needed resources;
- o increasing emphasis on character building; and
- o expanding the working partnership between education and business.

DESCRIPTORS: Business Association Programs and Community Partnerships

PROGRAM TITLE:	L.A. Chamber of Commerce-Blue Ribbon Assist Committee
NAME OF CONTACT:	Gerald D. Foster, Chairman
TITLE:	Vice President
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	1010 Wilshire Boulevard Los Angeles, CA 90017
COUNTY:	Los Angeles
TELEPHONE:	(213)975-7442

PROGRAM DESCRIPTION: The Blue Ribbon Assist Committee was established early in 1982 as a business/education partnership. The committee consists of business leaders with managerial expertise to provide consultation on problem administrative issues within the Los Angeles Unified School District.

The committee is currently focusing on two areas: enhancing the cost effectiveness of the Los Angeles Unified School District and improving the public perception of education. Task forces were formed to examine the cost efficiency in the areas of fringe benefits of school personnel, building security, building construction/maintenance and transportation. The campaign to win back public support for public education will be launched through a series of news/feature articles which will be published in the Los Angeles Times over a three month period.

This successful relationship should serve as a model for similar exchange with other school systems in the five-county area.

DESCRIPTORS: Business Association Programs and Community Partnerships

PROGRAM TITLE: Joint Board Meeting - Los Angeles Chamber of Commerce and Los Angeles Unified School District

NAME OF CONTACT: Gerald D. Foster, Chairman

TITLE: Vice President

COMPANY OR ORGANIZATION: Pacific Bell

ADDRESS: 1010 Wilshire Boulevard
Los Angeles, CA 90017

COUNTY: Los Angeles

TELEPHONE: (213)975-7442

PROGRAM DESCRIPTION: The Los Angeles Chamber of Commerce and the Los Angeles Unified School District have strengthened their partnership through annual meetings between their two boards of directors. The third such meeting was held this year. Both groups use these meetings to share ideas and discuss specific goals and objectives for the coming year.

DESCRIPTORS: Business Association Programs and Community Partnerships

PROGRAM TITLE:	Riverside Business - Education Roundtable
NAME OF CONTACT:	Jack Mayer
TITLE:	Staff Manager
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	6850 Brockton Avenue Riverside, CA
COUNTY:	Imperial
TELEPHONE:	(714)684-9881

PROGRAM DESCRIPTION: The Riverside Chamber of Commerce is providing a forum for business and education leaders to identify areas of mutual concern so that they can work together to help ensure that the community maintains its traditional high standards of educational opportunity and achievement. The local chamber members meet throughout the year with leaders of the local school districts, community colleges and U. C. Riverside to address key education policy questions. Pacific Bell Manager Jack Meyer is a member of the committee.

DESCRIPTORS: Business Association Programs and Community Partnerships

PROGRAM TITLE:	Los Angeles Chamber of Commerce - Technology, Job Skills and Education
NAME OF CONTACT:	Gerald D. Foster, Chairman
TITLE:	Vice President
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	1010 Wilshire Boulevard Los Angeles, CA 90017
COUNTY:	Los Angeles
TELEPHONE:	(213)975-7442

PROGRAM DESCRIPTION: Growing concern over students' inadequate training in technology inspired a Los Angeles Chamber of Commerce study on the subject. Entitled Technology, Jobs Skills and Education - A Reassessment of the Links, the study was based on interviews with employers from both city and suburban sites. The sample represented 172 firms.

The study reached several conclusions:

- good work habits and positive attitudes are more important to future job success than vocational training;
- an understanding of new technology is not crucial for most new employees; and
- most employers prefer to conduct their own training and do not pay higher salaries to employees with a vocational background.

In conclusion, those interviewed felt that schools could make young people more employable by giving higher priority to teaching basic skills and encouraging self-discipline.

DESCRIPTORS: Business Association Programs and Community Partnerships

PROGRAM TITLE:	Los Angeles Chamber of Commerce - Teacher Quality
NAME OF CONTACT:	Gerald D. Foster
TITLE:	Vice President
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	1010 Wilshire Boulevard Los Angeles, CA 90017
COUNTY:	Los Angeles
TELEPHONE:	(213)975-7442

PROGRAM DESCRIPTION: Recognizing the need for quality education in the public schools, the Los Angeles Chamber of Commerce Education Committee is responding to the issue of teacher quality. Dr. Glenn Dumke, Chairman of the Research and Education Subcommittee, has undertaken the task of defining problems contributing to poor teacher quality and researching solutions which will involve the local business community.

DESCRIPTORS: Business Association Programs and Community Partnerships

PROGRAM TITLE:	Los Angeles Chamber of Commerce - Chamber Endorsed Programs
NAME OF CONTACT:	Gerald D. Foster
TITLE:	Vice President
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS:	1010 Wilshire Boulevard Los Angeles, CA 90017
COUNTY:	Los Angeles
TELEPHONE:	(213)975-7442

PROGRAM DESCRIPTION: The chamber Education Committee is developing criteria to measure the effectiveness of educational programs. Programs meeting these criteria will be endorsed by the chamber.

The purpose of these endorsements is to provide school administrators with a menu of school programs supported by the business community. This menu of endorsed programs will also be distributed to business firms to help them choose ways in which to become involved.

DESCRIPTORS: Business Association Programs and Community Partnerships

PROGRAM TITLE:	Los Angeles Chamber of Commerce - Principal Recognition Awards Program
NAME OF CONTACT:	Gerald D. Foster
TITLE:	Vice President
COMPANY OR ORGANIZATION:	Pacific Bell
ADDRESS	1010 Wilshire Boulevard Los Angeles, CA 90017
COUNTY:	Los Angeles
TELEPHONE:	(213)975-7442

PROGRAM DESCRIPTION: The first Principal Recognition Awards Luncheon was held in May 1983, by the Los Angeles Area Chamber of Commerce Education Committee. The purpose of the luncheon is to salute principals within the district who have demonstrated excellence as managers and administrators.

A total of 51 principals from elementary, intermediate and senior high levels were recognized, with six principals receiving cash awards of $1,500 for use in supplementing instructional or student and teacher programs. The selection of the principals was based on measurable results.

DESCRIPTORS: Business Association Programs and Community Partnerships; Scholarship and Recognition Programs

PROGRAM TITLE:	Youth Employment Service
NAME OF CONTACT:	Lloyd G. Hubbard
TITLE:	Superintendent
COMPANY OR ORGANIZATION:	Glenn County Schools
ADDRESS:	525 West Sycamore, Willows, CA 95988
COUNTY:	Glenn
TELEPHONE:	(916) 934-7011

PROGRAM DESCRIPTION: An employment clearinghouse has been established in coordination with two major community chambers of commerce.

The county office developed and distributed applications to students, and publicized the program.

The chambers have publicized and handled the applications and job requests.

DESCRIPTORS: Business Association Programs and Community Partnerships

PROGRAM TITLE:	Business and Education Serving Together (B.E.S.T.)
NAME OF CONTACT:	Beth Booth
TITLE:	Coordinator, Career/Vocational Education
COMPANY OR ORGANIZATION:	Hayward Unified School District
ADDRESS:	P. O. Box 5000, Hayward, CA 94540
COUNTY:	Alameda
TELEPHONE:	(415) 784-2600

PROGRAM DESCRIPTION: The B.E.S.T. project is a cooperative venture between the Hayward Unified School District and the chamber of commerce Education Committee. It began in 1981 in response to a business community survey conducted by the chamber of commerce to determine the types of attitudes and skills Hayward graduates need to succeed in entry level jobs. Cooperative programs have since been planned to meet these needs. These programs utilize business community resources and focus on career information, work attitudes and basic skills. To date, B.E.S.T. programs have included student seminars, career days, business community tours, teacher conferences, support for elementary school reading programs and exploratory work experience.

DESCRIPTORS: Business Association Programs and Community Partnerships; Career Exploration; Basic Skills Development

PROGRAM TITLE: CMA Health Education

NAME OF CONTACT: Charlotte Newhart

TITLE: Staff Coordinator

COMPANY OR ORGANIZATION: California Medical Association (CMA)

ADDRESS: 731 Market Street
San Francisco, CA 94103

COUNTY: San Francisco

TELEPHONE: (415) 777-2000

PROGRAM DESCRIPTION: CMA has a long-established record of advocating health education in the schools. It encourages physician participation through county medical societies to actively participate in health instruction programs within the local school districts.

In addition, CMA publishes Health Tips, articles on a wide variety of health subjects that are written and approved by medical experts, and distributed on request to school health personnel, librarians and teachers.

Since 1976 the State Department of Education has appointed physicians to serve on panels reviewing educational materials for classroom use to ensure their scientific accuracy.

CMA committees on Developmental Disabilities, Automotive and Traffic Safety, Child Abuse and Environmental Health cooperate with the state department of education and local school boards to provide educational materials, ensure safety standards for students and assist in training programs for faculty and school personnel.

DESCRIPTORS: Business Association Programs and Community Partnerships; Classroom Materials and Equipment

PROGRAM TITLE:	Rotary Club Activities
NAME OF CONTACT:	Dale Chamblin
TITLE:	Vice President Finance
COMPANY OR ORGANIZATION:	California Electric Service, Inc.
ADDRESS:	1143 E. 12th Street Oakland, CA 94606
COUNTY:	Alameda
TELEPHONE:	(415) 834-8564

PROGRAM DESCRIPTION: The Youth Service Committee of the Rotary Club of Oakland provides local schools with booklets to assist young people with the interviewing and job-search process.

The Rotary Club also sponsors Camp Enterprise, in which 84 high school juniors from the 12 public and private schools in Oakland attend a three-day seminar designed to educate them on the benefits of the free enterprise system. Camp Enterprise is supported financially and through volunteer efforts of many individual businesses.

For information on other education-oriented services for youth, contact The Rotary Club directly, at 2135 Franklin Street, Oakland, CA 94612.

DESCRIPTORS: Business Association Programs and Community Partnerships; Business and Economic Education

PROGRAM TITLE: School-Community Partnership

NAME OF CONTACT: Bruce Braciszewski

TITLE: Director, San Diego Center for Community Education

COMPANY OR ORGANIZATION: San Diego County Department of Education

ADDRESS: 6401 Linda Vista Road
San Diego, CA 92111

COUNTY: San Diego

TELEPHONE: (619) 292-3753

PROGRAM DESCRIPTION: The San Diego Business/Agency/School Partnership began as a federally-funded project in 1980.

The project gives community-based agencies entry into the schools to perform needed services. For the business community, the project affords the opportunity to become more visible within the community and to make tangible contributions to schools. The benefits to schools include tutorial assistance, assistance in planning, council representation, social services, career education, special events and student recognition.

The program began in four school sites in San Diego County, and all of these sites are continuing their activities with their business partners and/or community-based agency through formal programs such as Adopt-A-School or informal arrangements.

DESCRIPTORS: Business Association Programs and Community Partnerships

PROGRAM TITLE:	Community Leaders Adding Support to Schools (CLASS)
NAME OF CONTACT:	Ronald Schmitt
TITLE:	Director, Educational Services
COMPANY OR ORGANIZATION:	Little Lake City School District
ADDRESS:	10515 S. Pioneer Blvd. Santa Fe Springs, CA 90670
COUNTY:	Los Angeles
TELEPHONE:	(213) 868-8241

PROGRAM DESCRIPTION: CLASS was formed in response to serious financial problems facing the Little Lake School District in Los Angeles County. An alliance of city government, business, industry and state government representatives, CLASS has already helped the school district in several ways.

One product of this alliance is the development of a mobile van library system which circulates books to 14 schools within the district. Each school is visited for four hours every ten days. The program is supported by local companies which contributed a substantial amount toward getting the program off the ground.

CLASS is working on other things as well, including establishing a foundation to focus on fund-raising activities and creating programs to assist other areas of the curriculum.

DESCRIPTORS: Business Association Programs and Community Partnerships

PROGRAM TITLE:	Placer County Schools Information Center
NAME OF CONTACT:	Martin Bauman
TITLE:	Assistant Superintendent - Instructional Services
COMPANY OR ORGANIZATION:	Placer County Office of Education
ADDRESS:	360 Nevada St. Auburn, CA 95603-3779
COUNTY:	Placer
TELEPHONE:	(916) 823-6222

PROGRAM DESCRIPTION: The Placer County Schools Information Center is located at the Placer County Visitors Information Center in Newcastle, California. More than 50,000 people visit the center yearly. This program is a cooperative endeavor on behalf of the county office of education, the school districts and the business community. The center provides

- information regarding school locations, programs and attendance areas;
- displays of student work and brochures about individual school districts; and
- meeting and workshop space for school/community/industry use.

DESCRIPTORS: Business Association Programs and Community Partnerships

PROGRAM TITLE:	Rotary Club of Santa Fe Springs
NAME OF CONTACT:	J. M. Hadley
TITLE:	Supervisor Corporate Services
COMPANY OR ORGANIZATION:	Pilot Chemical Company
ADDRESS:	11756 Burke St. Santa Fe Springs, CA 90670
COUNTY:	Los Angeles
TELEPHONE:	(213) 723-0036

PROGRAM DESCRIPTION: The Rotary Club of Santa Fe Springs has supported programs for scholarships for local high school vocational students, scholarships for local high school all-around achievers, student visits to industry, career counseling, and international exchange scholarships at the high school level.

DESCRIPTORS: Business Association Programs and Community Partnerships; Scholarship and Recognition Programs; Career Exploration

CONFERENCE SPONSORSHIP

New public/private partnerships often grow out of conferences and other gatherings which bring together leaders of business, industry, education and community agencies. Over the past few years, concern over educational quality in California has spurred a number of business-sponsored conferences, many of which helped lay the groundwork for ongoing collaboration at the state or local level.

Conferences reviewed here span a variety of education issues, including bilingual instruction, curriculum development and ways to increase the effectiveness of public/private partnerships. In addition to providing an open forum for discussion of the issues, conferences often have a catalytic effect, generating valuable media attention which, in turn, stirs new public interest in the issues at hand.

These events also provide a valuable public forum for business to communicate concerns about education and ideas for improving it. The cooperative partnerships which emerge can be effective vehicles for building political coalitions as well.

PROGRAM TITLE:	C.A.S.A. Conference
NAME OF CONTACT:	Tony S. Carrillo
TITLE:	C.A.S.A. Conference Chairperson
COMPANY OR ORGANIZATION:	Chicano Association of School Administrators (C.A.S.A.)
ADDRESS:	P. O. Box 3740 San Jose, CA 95152
COUNTY:	Santa Clara
TELEPHONE:	

PROGRAM DESCRIPTION: Advanced Micro Devices provided financial support for a county-wide conference of Chicano school administrators to learn about human, physical and financial sources of support for minority public school programs.

DESCRIPTORS: Conference Sponsorship; Minority Student Programs

PROGRAM TITLE:	Chicano Youth Leadership Conference
NAME OF CONTACT:	Maria Vasquez
TITLE:	Conference Director
COMPANY OR ORGANIZATION:	Association of Mexican American Educators
ADDRESS:	P. O. Box 162566 Sacramento, CA 95816
COUNTY:	Sacramento
TELEPHONE:	(916) 445-9422 (Business) (916) 739-8224 (Home)

PROGRAM DESCRIPTION: Traditionally, very few Chicano youths have had the opportunity to participate in leadership roles within their school or community. To promote interest in this vital area, the First Annual Chicano Youth Leadership Conference was held in June of 1982. The State Capitol was the site of training seminars designed to refine leadership skills, increase knowledge of state government, and develop positive values. The first conference, supported by donations from business and educators, cost about $17,000.

In 1983 the number of participants will be increased; over 100 high school students will be selected to attend. The conference is cosponsored by the Association of Mexican American Educators, C.S.U.S., and the Chicano Capitol Staff among others. Pacific Bell will be a major corporate sponsor in 1983. The conference is organized by volunteers, and trainers for the seminars donate their services to the event. Funding supports transportation of the students, room and board, and conference operating expenses. Sessions at the 1983 Conference include leadership in the professional world, decision making and career goal setting, opportunities in higher education and public speaking.

DESCRIPTORS: Conference Sponsorship; Minority Student Programs; Educational Nonprofits

PROGRAM TITLE:	Partnerships with Schools Forum
NAME OF CONTACT:	Gerald A. Rosander
TITLE:	Superintendent of Schools
COMPANY OR ORGANIZATION:	Department of Education San Diego County
ADDRESS:	6401 Linda Vista Road San Diego, CA 92111
COUNTY:	San Diego
TELEPHONE:	(619) 292-3590

PROGRAM DESCRIPTION: The Partnerships with Schools Forum was sponsored by the San Diego County Department of Education, Pacific Bell, the Greater San Diego Industry- Education Council, and the California State Department of Education in April 1983.

The purpose of the forum was to convene policymakers from business, industry, government, education and the military to consider the challenges and prospects facing California's public education system, and to further join forces in strengthening the quality of education through partnerships with schools.

More than 300 people attended the forum, sharing valuable information on cooperative ventures at the state, national and local level. The conference focused on four main themes: the dynamics of making partnerships work from an industry perspective; the realities and opportunities for partnership alliances; action strategies for increasing and strengthening partnerships; and state and national perspectives on partnerships, with special attention to California Roundtable recommendations.

A 30-page summary of the forum may be ordered from Joe Bullington, Assistant Superintendent, at the above address.

DESCRIPTORS: Conference Sponsorship

PROGRAM TITLE: Curriculum Partnership: Getting Our Act Together

CONTACTS:

Dr. John Cambus
Professor & Chairman of Committee
California Curriculum Consortium
Dept. of Mass Communication
California State University, Hayward
Hayward, CA 94542 (Alameda County)
(415) 938-3198

Dr. Lee Thompson
Consultant & Co-Chair
Office of the Los Angeles
County Supt. of Schools
9300 E. Imperial Highway
Downey, CA 90242 (L.A.)
(213) 922-6331

PROGRAM DESCRIPTION: A consortium of agencies, private business and industries, and other organizations interested in the improvement of curriculum and instructional programs in California is planning a major event on November 9-12, 1984. The goals are:

(1) to demonstrate a united effort in addressing curriculum and instruction in California, based on common and diverse interests; and

(2) to develop a cooperative long-range planning effort of the education community to improve the quality of curriculum and instruction in California.

Resolutions of critical curriculum issues will be sought through dialogue, study and action. By encouraging open communication between and among participating groups, it is hoped the consortium "can get our act together." A plan should evolve which will benefit students, business, industry, communities, and society as a whole. Both long- and short-range planning will be stressed.

The consortium is in the early stages of growth. Planning for the '84 conference is underway. Interested parties are encouraged to participate in the process and may do so by contacting John Cambus or Lee Thompson.

DESCRIPTORS: Conference Sponsorship

PROGRAM DESCRIPTION FORM

PROGRAM DESCRIPTION FORM

New programs and updates of programs now listed in the catalog may be submitted by completing the one-page form on the following page and mailing it to:

The California Roundtable
575 Market Street
Room 1942
San Francisco, CA 94105-2856

This information will be included in the data base and will be published in future editions of the catalog. Please note on the program description form whether your submission is a new entry or revision to an existing program description.

Check one: __ New program entry
__ Revision to previous entry

PROGRAM TITLE:

NAME OF CONTACT:

TITLE:

COMPANY OR ORGANIZATION:

ADDRESS:

COUNTY:

TELEPHONE:

PROGRAM DESCRIPTION:

INDEX

INDEX

	COUNTY	PAGE

EXECUTIVE SUMMARY (TAB 1)

Background		1

ADOPT-A-SCHOOL PROGRAMS (TAB 2)

Background		1
Adopt-A-School BankAmerica Corporation..................	SF/LA	2
Adopt-A-School Security Pacific National Bank...........	LA	3
Adopt-A-School Southern California Edison Company.......	LA	4
Adopt-A-School Kaiser Aluminum & Chemical Corporation...	Alameda	5
Adopt-A-School Los Angeles Unified School District Prudential Insurance Company.............	Ventura	6
Adopt-A-School San Diego Gas & Electric (SDG&E).........	San Diego	7
Adopt-A-School First Interstate Bank....................	LA	8
Adopt-A-School Hewlett-Packard Company..................	Santa Clara	9
Adopt-A-School General Telephone of California..........	LA	10
Adopt-A-School Castlemont High School The Clorox Company.......................	Alameda	11

ADOPT-A-SCHOOL PROGRAMS (TAB 2) Cont.

	COUNTY	PAGE
Adopt-A-School Coast Federal Savings	LA	12
Adopt-A-School Ameron	LA	13
Adopt-A-School HR Textron Inc.	LA	14
Adopt-A-School TRW	LA	15
Adopt-A-School Newport-Mesa Unified School District	Orange	16
Adopt-A-School Los Angeles City School District Knudsen Corporation	LA	17
Adopt-A-School California Federal	LA	18
Adopt-A-School Northrop Corporation, Aircraft Division	LA	19
Adopt-A-School Hughes Aircraft Company	LA	20
Adopt-A-School Los Angeles Herald Examiner	LA	21
Adopt-A-School TICOR	LA	22
Adopt-A-School Los Angeles Unified School District	LA	23
Adopt-A-School Lockheed	Santa Cruz	24
Adopt-A-School Northrop Corp., Electro/Mechanical Div.	Orange	25

ADOPT-A-SCHOOL PROGRAMS (TAB 2) Cont.

	COUNTY	PAGE
Adopt-A-School Anaheim Union High School District.......	Orange	26
Adopt-A-School Whittaker Corp. - Survival Systems Div. .	San Diego	27
Adopt-A-School San Diego County Dept. of Education......	San Diego	28
Adopt-A-School Pacific Bell.............................	LA	29
Adopt-A-School Pacific Bell.............................	LA	30
Adopt-A-School Pacific Bell.............................	Alameda	31
Adopt-A-School Pacific Bell.............................	San Diego	32
Adopt-A-School Great American Federal Savings Bank......	San Diego	33
Adopt-A-School Los Angeles Unified School District (LAUSD) Carnation Company.......................	LA	34
Adopt-A-School Mueller Community Elementary School......	San Diego	35
Partners Virco Manufacturing Corporation..........	LA	36
Adopt-A-School Irvine Education Foundation..............	Orange	37
Adopt-A-School Aerojet TechSystems Company..............	Sacramento	38

EMPLOYEE VOLUNTEER PROGRAMS (TAB 3)

	COUNTY	PAGE
Background		1
Joint Educational Project (JEP) Atlantic Richfield Company (ARCO)........	LA	2
Shaklee Employee Resources for Volunteer Efforts (SERVE) Shaklee Corporation......................	SF	3
Project STEP Volunteer Teacher Program Security Pacific National Bank...........	LA	4
In-School Scouting Program Boy Scouts of America, S. F. Bay Area....	Alameda	5
Oakland Unified School District Oakland Unified School District..........	Alameda	6
Community Services Program Pacific Gas and Electric Company.........	SF	7
Corporate Action in Public School (CAPS) Pacific Bell.............................	SF	8
Private Sector Involvement Project Santa Barbara County Schools Office......	Santa Barbara	9
San Francisco School Volunteers San Francisco School Volunteers..........	SF	10
Industry Education Council Youth Motivation Task Force (YMTF) On Loan to IEC from Lockheed............	Santa Clara	12
Banking Unit Sumitomo Bank of California..............	SF	14
Alamo Park School Partnership Foremost-McKesson, Inc.	SF	15
Explorer Scouts		16

INTERGENERATIONAL PROGRAMS (TAB 4)

COUNTY PAGE

Background 1

Intergenerational Life Experience Program
Claremont Unified School District........ LA 2

Seasons - Senior Experts as Speakers on Numerous Subjects
Tri-Tec Center........................... Ventura 3

Senior Citizen Exchange Program
Eastside Union High School District...... Santa Clara 4

Art for the Students
Performing Tree, Inc. .... LA 5

Dialogue
Los Angele Unified School District....... LA 6

The California Share Project
Humboldt State University Foundation..... Humboldt 7

Seniors Enriching Education
Ruby Drive Elementary School............. Orange 8

Youth and Seniors: Science and Discovery Workshops
The Regents of the University of Calif. . Alameda 9

VIP - Volunteers In Partnerships
Healdsburg Union High School District.... Sonoma 10

People Helping People
Sacramento County Office of Education.... Sacramento 11

Seniors with Interests in New Generations (SWING)
Hacienda La Puente Unified School Dist. . LA 12

Intergenerational Dialogues Program
The Sears-Roebuck Foundation............. LA 13

PARENTING PROGRAMS (TAB 5)

	COUNTY	PAGE
Background		1
Parenting Education for At Risk Students Fresno Unified School District...........	Fresno	2
Understanding and Caring for Children Santa Clara Unified School District......	Santa Clara	3
Parenting Now and In The Future Irvine Unified School District...........	Orange	4
Effective Student Parenting Program Alliance for Career Education............	Sacramento	5
Parenting Education Project Orange County Superintendent of Schools..	Orange	6
Sharing and Experiencing Life as a Family Amador Valley Union High School District.	Amador	7
Relationship Skills for Adolescents and Their Parents Kern Union High School District	Kern	8
Parenting Education Plan Poway Unified School District............	San Diego	9
Communicacion Bilingue: A Unique Parent/School Communication Model Alisal School District...................	Monterey	10
Parenting Through Math and Beyond Solana Beach School District............	San Diego	11
Parent Program Serendipity Diagnostic & Treatment Center	Sacramento	12

CLASSROOM MATERIALS AND EQUIPMENT (TAB 6)

	COUNTY	PAGE
Background		1
Employee Product Gift Program Hewlett-Packard Company (HP)	Santa Clara	2
GTE Community Film Festivals General Telephone of California (GTE)	LA	3
Newspapers in Education Program San Mateo Office of Education	San Mateo	4
Surplus Furniture & Equipment Contributions Bechtel Power Corporation	SF	5
Energina Energy Education Program Southern California Edison Company	LA	6
Safety Education Southern California Edison Company	LA	7
BlueBacks Security Pacific National Bank	LA	8
Sponsored Textbook Program Foundation for Teaching Economics (FTE)	SF	9
Energy Conservation Experience Southern California Edison Company	LA	10
Community Fund Support of Local Education Valencia Corporation	LA	11
School Contact Southern California Gas Company	Systemwide	12
National Educational Film Festival (NEFF) National Educational Film Festival	Alameda	13
Educational Services Resource Catalog San Diego Gas & Electric (SDG&E)	San Diego	14
First Interstate Bank - Classroom Materials First Interstate Bank of California	LA	15

CLASSROOM MATERIALS AND EQUIPMENT (TAB 6) Cont.

	COUNTY	PAGE
Curriculum Supplements Pacific Gas & Electric Company (PG&E)....	SF	16
Science Screen Report Films Syntex Corporation........................	Santa Clara	17
Leaders of the Future Leaders of the Future....................	Santa Clara	18
Consumer's Guide to Insurance Allstate Insurance Company...............	No. Calif.	19
Books and Beyond Solana Beach School District.............	Solana	20
Traffic Safety Programs California State Automobile Association (CSAA)................................	SF	21
Public Relations Programs California State Automobile Association (CSAA)................................	SF	22
School Materials Coast Federal Savings....................	LA	23
Donations Committee Grass Valley Group, Inc.	Nevada	24
Corporate Contributions of Material and Equipment Glendale Federal Savings.................	LA	25
Material Contributions U.S. Steel Corp. - Pittsburg Plant.......	Contra Costa	26
Classroom Materials Office of Riverside County Superintendent of Schools............................	Riverside	27
Creative Writing Journals TRW..................................	LA	28

CLASSROOM MATERIALS AND EQUIPMENT (TAB 6) Cont.

	COUNTY	PAGE
Science Screen Report TRW	LA	29
Materials Contribution Velo-Bind	Santa Clara	30
Teletrainers on Loan to Schools Pacific Bell	San Diego	31
Educational Brochures National Automobile Club	SF	32
Elementary School Water Education The Metropolitan Water District of Southern California (MWD)	LA	33
Elementary, Jr. High and Senior High Educational Opportunities and Materials The Metropolitan Water District of Southern California (MWD)	LA	34
CBS Television-Reading Program Los Angeles Herald Examiner	LA	35
Contributions of Material and Equipment J. G. Boswell Company	Kings	36
Scrap Metal for Shop Classes Kerr-McGee Chemical Corporation	San Brnrdn	37
Energy Education Programs Sacramento Municipal Utility Dist. (SMUD)	Sacramento	38
Verbatim Education Program Verbatim Corporation	Santa Clara	39
Corporate Contributions Program Great Lakes Properties, Inc.	LA	40
Blue Cross Programs Blue Cross of California	Alameda	41

CLASSROOM MATERIALS AND EQUIPMENT (TAB 6) Cont.

	COUNTY	PAGE
"Going for the Gold" Story of Black Women in Sports Carnation Company........................	LA	43
Agricultural Education California Farm Bureau Federation........	Sacramento	44
Free Supplemental Education Materials California State Steering Committee for Curriculum Development & Publications	Imperial	45
Olympic Enrichment Units Los Angeles Olympic Organizing Committee (LAOCC)........................	LA	46
"Heartland" American Heart Association...............	LA	47
Materials Contribution Dynachem Corporation.....................	Orange	48
Character Development Western Gear Corporation.................	LA	49
Preventing Alcohol Abuse Triangle Distributing Company............	LA	50
Officer Friendly The Sears-Roebuck Foundation.............	LA	51
Squirrels Club Glendale Federal Savings.................	Statewide	52
Film "It's Your Money" Bank of America #3762....................	SF	53
Menlo-Atherton High School Band Fund Pacific Bell	Santa Clara	54
Banking Education Course Wells Fargo Bank.........................	SF	55

CLASSROOM MATERIALS AND EQUIPMENT (TAB 6) Cont.

	COUNTY	PAGE
Resource & Liability; Necessity and Control Coachella Valley Water District..........	Riverside	56
Mind Your Money California Federal........................	LA	57
Speeches, Films and Brochures Allstate Insurance Company...............	No. Calif.	58
Bay Area Environmental Education Resource Fair Bay Area Environmental Education Resource (BAEER) Alliance................	San Mateo	59
Extracurricular Programs Standard Oil Company of California.......	SF	60

COMPUTER PROJECTS (TAB 7)

	COUNTY	PAGE
Background		1
Computer Alternative Center for Independent Study Pacific Bell.............................	Sacramento	2
Computer Education Project Pacific Bell.............................	Sacramento	3
Foothill High School Computer Center Project Pacific Bell.............................	Alameda	4
Peninsula Academies Program Hewlett-Packard Company..................	Santa Clara	5
Institute of Computer Technology Pacific Valley Bank......................	Santa Clara	6
Computer Van Hewlett-Packard Company..................	Sonoma	7
Hewlett-Packard/High School G.I.F.T. Program Hewlett-Packard Company..................	Santa Clara	8

COMPUTER PROJECTS (TAB 7) Cont.

	COUNTY	PAGE
Curricula Revitalization Richmond Unified School District.........	Alameda	9
Computer Classroom Anadex Inc.	LA	10
Inland Empire Teacher Education and Computer Center Office of Riverside County Superintendent of Schools.............................	Riverside	11
Computer Education Consortium Marin County Office of Education.........	Marin	12
Project Logo TRW.......................................	LA	13
In-School Youth Work Experience/Summer Youth Employment Office of Riverside County Superintendent of Schools.............................	Riverside	14
Education 2001 Placer County Office of Education........	Placer	15
Rural Information Equity Placer County Office of Education........	Placer	16
Computer Education Symposium Marin County Office of Education.........	Marin	17
Microcomputer Education Program Santa Clara County Office of Education...	Santa Clara	18
Bay Area 4E Project Educational Products Information Exchange (EPIE) Institute........................	Alameda	19
California Computers in Schools Project National Commission on Industrial Innovation.............................	LA	20

MATH, SCIENCE AND ENERGY PROGRAMS (TAB 8)

	COUNTY	PAGE
Background		1
Santa Clara Valley Science and Engineering Fair Hewlett-Packard Laboratories	Santa Clara	2
Greater San Diego Science & Engineering Fair Greater San Diego Science & Engineering Fair	San Diego	3
Science Fair General Telephone of California	LA	4
Charitable Contributions GE Intersil	Santa Clara	5
San Francisco Bay Area Science Fair San Francisco Bay Area Science Fair Inc.	Alameda	6
Lawrence Hall of Science and Development Plan Natomas Company	SF	7
Summer Science Program - The Thatcher School Hughes Aircraft Company	LA	8
Mathematics, Engineering, Science Achievement (MESA) University of California	Alameda	9
Edison Youth Day Program Southern California Edison Company	LA	11
Save Energy at School (S.E.A.S.) Southern California Edison Company	LA	12
California Museum Foundation California Museum of Science and Industry California Museum Foundation	LA	13
Corporate Contributions for K-12 Education Potlatch Corporation	SF	14
Exhibit - Museum of Science and Industry Southern California Gas Company	LA	15

MATH, SCIENCE AND ENERGY PROGRAMS (TAB 8) Cont.

	COUNTY	PAGE
Project Seed Project Seed	Alameda	16
California Energy Education Forum(CEEF) Califonria Energy Education Forum(CEEF)	Statewide	17
Energy Action in Schools Energy Action in Schools	Statewide	18
The Business Connection Systems Development Corporation	LA	19
Dr. Rocket Aerojet General Corporation	Sacramento	20
Science Screen Report Film Series Aerojet ElectroSystems Company	LA	21
Kids in Space Week Aerojet TechSystems Company	Sacramento	22
"If Only I'd Known" Grass Valley Group, Inc.	Nevada	23
American Chemical Society-High School Programs Pilot Chemical Company	LA	24
Science Technological & Educational Program (STEP) Rockwell International Corporation	LA	25
The Educational Service Corps/TEK-XPO Rockwell International Inc.	Orange	26
Orange County Science and Engineering Fair Rockwell International Inc.	Orange	27
National Energy Foundation (NEF) National Energy Foundation	SF	28
TRW/Inglewood Science Fair TRW	LA	29
Marine Educational Research (MER) Alameda County Superintendent of Schools.	Alameda	30

MATH, SCIENCE AND ENERGY PROGRAMS (TAB 8) Cont.

	COUNTY	PAGE
Support of Berkeley High School Science Dept. National Starch & Chemical...............	Alameda	31
Science Screen Report Lake County Office of Education..........	Lake	32
Los Angeles City/County Energy Education Council (LACCEECo) Office of the LA County Superintendent of Schools................................	LA	33
Los Angeles County Science Fair Office of the LA County Superintendent of Schools................................	LA	34
Hidden Villa, Inc. Hidden Villa, Inc.	Santa Clara	35
Science Delta Pacific Bell.............................	Sacramento	36
School in the Exploratorium (SITE) Exploratorium............................	SF	37
Math, Science and Energy Network Math, Science and Energy Resource Center.	Alameda	38
Furtur Tech, Pre-Vocational and On-the-Job Training Bay Area Engineering Societies' Committee for Manpower Training Inc. (ESCMT).......	SF	39
East Side Union High School District Energy Management Program East Side Union High School District.....	Santa Clara	40
Youth Science Institute (YSI) Syntex Corporation.......................	Santa Clara	41
Energy Source Curriculum Energy Source Education Council..........	LA	42

BASIC SKILLS DEVELOPMENT (TAB 9)

	COUNTY	PAGE
Background		1
East Oakland Youth Development Center (EOYDC) The Clorox Company........................	Alameda	2
Conversational English Project Security Pacific National Bank...........	LA	3
Spelling Bee Office of Riverside County Superintendent of Schools..............................	Riverside	4
Orange County High School Spelling Contest Orange County Department of Education....	Orange	5
Orange County Pen & Quill Handwriting Contest Orange County Department of Education....	Orange	6
Orange County Elementary School Spelling Championships Orange County Department of Education....	Orange	7
Orange County 8th Grade Spelling Competition Orange County Department of Education....	Orange	8
Times Mirror Reading Program The Times Mirror Company................	LA	9
Project Rainbow Pacific Bell............................	San Diego	10
Mission Reading Clinic Mission Reading Clinic..................	SF	11

CAREER EXPLORATION (TAB 10)

	COUNTY	PAGE
Background		1
Future Farmers of America (FFA) Security Pacific National Bank...........	LA	2

CAREER EXPLORATION (TAB 10) Cont.

	COUNTY	PAGE
Career Awareness Southern California Edison Company.......	LA	3
Career Guidance Southern California Gas Company..........	LA	4
Career Exploration - Data Processing The Newhall Land and Farming Company.....	LA	5
Company Sponsored Classes in Business Guarantee Savings and Loan Association...	Fresno	6
Career Exploration Days Bechtel Power Corporation................	SF	7
Career Education Program First Interstate Bank of California......	LA	8
Career Education Study Trips Bank of America #3762....................	SF	9
Guest Speakers at High Schools; Plant Tours Menasco Inc.	LA	10
Employer School Council Valley High School Valley High School.......................	Santa Clara	11
The World of Work General Electric Company.................	SF	12
High School Career Center Support Arrowhead Products.......................	Orange	13
Career Opportunity Information/School Job Fairs California State Auto Association (SCAA).	SF	14
Speakers Bureau First Interstate Bank.....................	Statewide	15
Work Now Project Career Mentorship Program Directions...............................	SF	16

CAREER EXPLORATION (TAB 10) Cont.

	COUNTY	PAGE
Tours and Presentations Grass Valley Group, Inc. (GVG)..........	Nevada	17
Career Exploration Applied Technology.......................	Santa Clara	18
Banking Career Workshop Wells Fargo Bank.........................	SF	19
Advanced Career Training (ACT) Rockwell International Corporation.......	LA	20
Career Development Center California State University - Dominguez Hills................................	LA	21
Career Awareness Day Soroptimist International of Lakeside....	San Diego	22
Alpha "World of Work" Alpha Therapeutic Corporation...........	LA	23
Career Day Program U.S. Steel Corporation - Pittsburg Plant.	Contra Costa	24
Community Classroom U.S. Steel Corporation - Pittsburg Plant.	Contra Costa	25
Career Exposure Los Angeles Unified School District......	LA	26
High School Involvement Program (HIP) Northrop Corporation, Aircraft Division..	LA	27
Business Day Kerr-McGee Chemical Corporation.........	San Brnrdn	28
Career Day Kerr-McGee Chemical Corporation.........	San Brnrdn	29
Sunnyvale Chamber of Commerce Career Exploration Day Sunnyvale Chamber of Commerce...........	Santa Clara	30

CAREER EXPLORATION (TAB 10) Cont.

	COUNTY	PAGE
Career Exploration Activities	Statewide	31
Exhibits and Field Trips Standard oil Company of California.......	SF	33

BUSINESS AND ECONOMIC EDUCATION (TAB 11)

	COUNTY	PAGE
Background		1
The Bank-Ed School Series Crocker National Bank.....................	SF	2
Contributions Rocketdyne..................................	LA	3
Outstanding Business Students Awards Security Pacific National Bank...........	LA	4
Charitable Contributions The Signal Companies Chartiable Foundations...............................	San Diego	5
Business in the Classroom/Lawyer in the Classroom/Mock Trial Competition Constitutional Rights Foundation (CRF)...	LA	6
Enterprise College Contel Service Corporation...............	Kern	7
Circulating Film Library Americanism Educational League...........	Orange	9
Invest-In-America Pacific Bell...............................	LA	10
Invest in America Northern California Council, Inc. Invest in America Northern California Council, Inc.	SF	11

BUSINESS AND ECONOMIC EDUCATION (TAB 11) Cont.

	COUNTY	PAGE
Foundation for Research in Economics and Education (FREE) Pacific Academy for Advanced Studies (PAAS)		
Foundation for research in Economics and Education (FREE) Pacific Academy for Advanced Studies (PAAS)	LA	12
The Stock Market Game		
Securities Industry Foundation for Economic Education (SIF)	SF/LA	13
Foundation for Teaching Economics		
Foundation for Teaching Economics	SF	14
Together: Industry/Education (TIE)		
Together: Industry/Education (TIE)	Orange	15
High School Financial Officers Training Program		
BankAmerica Corporation	SF	16
Speakers' Bureau		
Bechtel Power Corporation	SF	17
Youth in Business Day		
San Francisco Junior Chamber of Commerce	SF	18
Energy Source Education Council		
Energy Source Education Council	LA	19
Junior Achievement Programs	Statewide	20
Economics Literacy Council of California (ELC)		
Economic Literacy Council of California (ELC)	LA	22
Extracurricular Programs		
Standard Oil Company of California	SF	23
Extracurricular Programs		
Standard Oil Company of California	SF	25

SPECIAL EDUCATION (TAB 12)

	COUNTY	PAGE
Background		1
Peninsula Oral School for the Deaf Peninsula Oral School for the Deaf.......	San Mateo	2
Project Interdependence California Department of Rehabilitation..	LA	3
Marlton School for the Deaf Marlton School, Los Angeles Unified School District..........................	LA	4
Model Site/Work-Ability Project Bellflower Unified School District.......	LA	5
Science Career Workshop for Disabled Students Lawrence Hall of Science (LHS)...........	Alameda	6
The Urban League Training Center (ULTC) California Federal Savings and Loan Association...............................	LA	7
Trinity County Workability Project Trinity County Office of Education.......	Trinity	8
Project Workability Marin County Office of Education.........	Marin	9
Project Workability Santa Barbara County Schools Office......	Santa BRBR	10
Job Training Program for the Disabled Ametek.................................	San Diego	11
Project Workability Calaveras County Superintendent of Schools................................	Clvrs/Amdr/ Tlmn	12
Industrial Packaging and Assembly Classes Office of Riverside County Superintendent of Schools..............................	Riverside	13

SPECIAL EDUCATION (TAB 12) Cont.

	COUNTY	PAGE
San Ramon Valley Unified School District San Ramon Valley Unified School District.	Contra Costa	14
Career Exposure Program Saga Corporation	San Mateo	15
Handicapped Children's Fund - United Airlines Management Club United Air Lines...........................	San Mateo	16
Edgewood Children's Center SF Kaiser Foundation Hospitals..............	Alameda	17
Pacific Children's Center, Oakland Kaiser Foundation Hospitals..............	Alameda	18
Work Experience for Handicapped Children Wiggin Elementary School.................	San Diego	19
Facility Tours Pacific Bell.............................	San Brnrdn	20

MINORITY STUDENT PROGRAMS (TAB 13)

	COUNTY	PAGE
Background		1
Minority Career Days/Student Career Days Hewlett-Packard Company..................	Santa Clara	2
Program to Increase Minority Engineering Graduates (PIMEG) General Electric Company.................	SF	3
Black Engineers, Scientists & Technicians Coordination & Awareness Team (BESTCAT) Bechtel Power Corporation................	SF	4
Professional Development Program (PDP) University of California................	Alameda	5

COUNTY PAGE

MINORITY STUDENT PROGRAMS (TAB 13) Cont.

Cooperative College Preparatory Program (CCPP)........................ Alameda 6

Los Angeles Basic Equal Opportunity League
Coast Federal Savings.................... LA 7

Mexican-American Heritage Association
Rockwell International, Inc. .... Orange 8

TRW Employee Bootstrap
TRW...................................... LA 9

Career Opportunities for Youth
TRW...................................... LA 10

Integration Task Force
Pacific Bell............................. San Diego 11

Partners in English
Partners in English...................... SF 12

Latinas: Young Women of Potential
Carnation Company........................ LA 13

Engineering Summer Residency Program for Minority/Disadvantaged High School Students
College of Engineering, UCD.............. Yolo 14

University of San Francisco Upward Bound Project
University of SF Upward Bound Project.... SF 15

SUMMER YOUTH PROGRAMS (TAB 14)

Background 1

Vocational Exploration Project
Rockwell International Corp, ST&SG....... LA 2

SUMMER YOUTH PROGRAMS (TAB 14) Cont.

	COUNTY	PAGE
Summer Employment Southern California Gas Company..........	So. Calif.	3
Mayor's Summer Jobs Program Kaiser Aluminum & chemical Corp.	Alameda	4
Mayor's Summer Job Program Shaklee Corporation......................	SF	5
Value-Added Summer Jobs Program Foremost-McKesson, Inc.	SF	6
Student Employment and Education Development Program Hewlett-Packard Company..................	Santa Clara	7
Summer Youth Employment Program California Federal Savings and Loan Association..............................	LA	8
Summer Hire Program Wells Fargo Bank..........................	SF	9
Summer Youth Employment California State Automobile Association .	SF	10
Youth Employment Program Coopers & Lybrand.........................	SF	11
Summer Job/Career Development Activities E. Gottschalk's & Co.	Fresno	12
Summer Youth Program Domtar Gypsum America Inc.	Alameda	13
Summer Youth Employment Guarantee Savings & Loan Association Guarantee Financial Corporation..........	Fresno	14
Vocational Exploration Project Rockwell International Corporation.......	LA	15

WORK EXPERIENCE (TAB 15)

	COUNTY	PAGE
Regional Occupational Program (ROP) Bank of America	LA	2
Nonpaid High School Internship Bank of America #3700	SF	3
Regional Occupational Program (ROP) Security Pacific National Bank	LA	4
4 + 4 Program Southern California Gas Company	LA	5
Success on the Move Kaiser Aluminum & Chemical Corporation	Alameda	6
Enterprise for High School Students Foremost-McKesson, Inc	SF	7
Cooperative Education (COOP) Security Pacific National Bank	LA	8
Project STEP (Skills Training Educational Program) Security Pacific National Bank	LA	9
Advanced Career Training (ACT) Rockwell International Corporation, ST&SG.	LA	10
4 + 4 Program Wells Fargo Bank	SF	11
Rockwell Educational Advancement Program (REAP) Rockwell International Corporation, ST&SG.	LA	12
Regional Occupational Program (ROP) First Interstate Bank of California	LA	13
Tulare County Organization for Vocational Education (Regional Occupational Center) California Federal Savings and Loan Assoc.	LA	14
Aircraft Engine Maintenance and Repair Aviall, Inc	LA	15

WORK EXPERIENCE (TAB 15) Cont.

	COUNTY	PAGE
Regional Occupational Programs (ROP) Coast Federal Savings	LA	16
Modern Offices Need Employable Youth (M.O.N.E.Y.) Santa Cruz County ROP	Santa Cruz	17
Vocational Agriculture - Ornamental Horticulture Soquel High School	Santa Cruz	18
Vocational Agriculture Watsonville High School	Santa Cruz	19
Work Experience Education Program Orange Unified School District	Orange	20
Regional Occupational Program (ROP) - Marconi Technical Center Wismer & Becker Contracting Engineers	Sacto	21
Marin County Regional Occupational Program (ROP) Marin County Office of Education	Marin	22
Regional Occupational Program (ROP) Orange Unified School District	Orange	23
49er Regional Occupational Program Placer County Office of Education	Placer	24
Food Service Occupations Course San Bernardino County Schools	San Brnrdno	25
Private Sector Intership for Disadvantaged Youth San Mateo County Office of Education - Youth Employment Program	San Mateo	26
Fred C. Nelles School for Boys, California Youth Authority Rockwell International Corporation, ST&SG.	LA	27
Work Experience Program J. G. Boswell Company	Kings	28

WORK EXPERIENCE (TAB 15) Cont.

	COUNTY	PAGE
Career Opportunities for Youth (COY) Hughes Aircraft Company - Canoga Park.....	LA	29
Vocational Industry Partnerships Program (VIPP) Saga Corporation..........................	San Mateo	30
Part-Time Student Workers Saga Corporation - Straw Hat Pizza Division	Alameda	31
Work Experience Tenneco West...............................	Kern	32
Contributions to Schools West Coast Life Insurance Company.........	SF	33
Kings Regional Occupational Program (ROP) Kings County Superintendent of Schools....	Kings	34
Regional Occupational Program (ROP) Lake County Office of Education...........	Lake	35
Career Guidance and Work Experience El Cajon Valley High School...............	San Diego	36
Work Experience Education Los Angeles Unified School District.......	LA	37
Los Angeles Business Labor Council - A Model Program Pacific Bell...............................	LA	38
Career Links Pacific Bell...............................	Alameda	39
Oakland Youth Works Oakland Youth Works.......................	Alameda	40
Regional Occupational Program Santa Barbara County Schools..............	Santa Brbra	41
Regional Occupational Program (ROP) Sonora and Summerville High Schools.......	Tuolumne	42

WORK EXPERIENCE (TAB 15) Cont.

	COUNTY	PAGE
ROP/Industrial Education Aids Program Youth Alternative Education Program Vocational Education Department...........	Sonoma	43
Cooperative Vocational Education Community Classroom Training Occupational Preparation Division.........	LA	44
Real Alternatives Program (RAP) Real Alternative Program..................	SF	45
Regional Occupational Programs Mission Trails ROP........................	Monterey	46
San Diego County Regional Occupational Program (ROP) Department of Education..................	San Diego	47
Employer Information System Office of Riverside County Superintendent of Schools....................................	Riverside	48
Council of Hospitality, Restaurant, Institution Educators Saga Corporation..........................	San Mateo	49

CURRICULUM DEVELOPMENT AND REVITALIZATION (TAB 16)

	COUNTY	PAGE
Background		1
Building Construction and Building Repair and Maintenance Advisory Committee HR Textron Inc............................	LA	2
Sequoia High School District Ampex Corporation.........................	San Mateo	3
Ad Hoc Committee, Newark-Fremont Regional Occupation Program (ROP) Guardian Packaging Corporation...........	Alameda	4

CURRICULUM DEVELOPMENT AND REVITALIZATION (TAB 16) Cont.

	COUNTY	PAGE
Wm. S. Hart High School District Advisory Board HR Textron Inc.	LA	5
Greenhouse Project Alameda County Juvenile Court School	Alameda	6
Richmond Unified School District Kaiser Foundation Hospitals	Alameda	7
Pacoima Skills Center Advisory Committee Rocketdyne	LA	8
Institute of Computer Technology Pacific Valley Bank	Santa Clara	9

TEACHER INTERNSHIPS AND TRAINING (TAB 17)

	COUNTY	PAGE
Background		1
Teacher Internship - Teaching Wells Fargo Bank	SF	2
Getty Institute for Educators on the Visual Art The Newhall Land and Farming Company	LA	3
Teacher Training Southern California Gas Company	LA	4
Bridging the Gap Bank of America	SF/LA	5
Summer Career and Economic Education Program for Educators (SCEEP) Security Pacific National Bank	LA	6
Energy and the Environment Institutes Southern California Edison Company	LA	7

TEACHER INTERNSHIPS AND TRAINING (TAB 17) Cont.

	COUNTY	PAGE
Educator Workshops and In-Service Programs Southern California Edison Company.......	LA	8
Newspaper in Education (NIE) Copley Newspapers..........................	San Diego	9
Educators-in-Industry General Electric Company (GE).............	Santa Clara	10
Summer Energy Education Institute Energy Action in Schools..................	Sacramento	11
Energy Education Councils San Mateo Energy Education and Management Committee................................	San Mateo	12
Business-In-Action Southern California Gas Company...........	LA	13
Summer Science Institute at University of California, Irvine Rockwell International.....................	Orange	14
Teacher Education and Computer Center (TECC/8) Santa Clara County Office of Education....	Santa Clara	15
Teacher Internship Program U. S. Steel Corporation - Pittsburg Plant.	Contra Costa	16
Statewide Energy Consortium of the California State University System Statewide Energy Consortium (SEC) California State University..............	Orange	17
Teachers-in-Residence TRW......................................	LA	18
Summer Teacher Interns Wickland Oil Company......................	Sacramento	19
Counselor/Industry Exchange Program San Bernardino County Schools.............	San Brnrdno	20

COUNTY PAGE

TEACHER INTERNSHIPS AND TRAINING (TAB 17) Cont.

Personnel Exchange
    Santa Barbara Industry Education Council. Santa Brbr 21

Business Industry Education (BIE) Day
    Northrop Corporation, Aircraft Division... LA 22

Computer Literacy for Teachers
    El Cajon Valley High School San Diego 23

Evenings for Educators
    Los Angeles County Museum of Art.......... LA 24

Center for Economic Development
    Whittier Union High School District....... LA 25

Golden Gate Environmental Education Alliance (GGEEA)
    Bay Area Environmental Education Resource Alliance (BAEER Alliance)................. S.Mateo/SF 26

Business and Educational Exchange Program (BEEP)
    Bank of America........................... LA 27

Economic Literacy Council of California (ELC)
    ELC....................................... LA 28

UCI Summer Science Institute
    University of California, Irvine (UCI).... Orange 29

Models for Management
    Office of Riverside County Superintendent of Schools.............................. Riverside 30

Summer Hire
    Hewlett-Packard Company................... Santa Clara 31

SCHOOL FOUNDATIONS (TAB 18)

	COUNTY	PAGE
Background		1
California Education Initiatives Fund Bank of America............................	SF	2
Matching Gift Plan for Education Bank of America............................	SF	3
Newport-Mesa Schoools Foundation Pacific Mutual Life Insurance Company.....	Orange	4
Matching Gifts Program The Prudential Insurance Company of America..................................	Ventura	5
Econ-Ed Foundation Buck Knives, Inc.	San Diego	6
Corporate Contributions to Local Education Foundations Guarantee Savings and Loan Association....	Fresno	7
Sante Fe High School Foundation Pilot Chemical Company....................	LA	8
Activist Janss Investment Corporation..............	Ventura	9
Whittier Area Foundation for Excellence in Public Education Whittier Union High School District.......	LA	10
San Francisco Education Fund San Francisco Education Fund..............	SF	11
California Foundation for Commerce & Education California Chamber of Commerce............	Sacramento	12
Marcus A Foster Educational Institute Marcus A. Foster Educational Institute....	Alameda	13

SCHOLARSHIP AND RECOGNITION PROGRAMS (TAB 19)

	COUNTY	PAGE
First Interstate Bank Scholarship Program First Interstate Bank of California Foundation	LA	2
South Bay-Harbor Industry/Education Council South Bay-Harbor Industry/Education Council	LA	3
Engineers' Week Bechtel Power Corporation	SF	4
Bank of America Achievement Awards BankAmerica Corporation	SF	5
Financial Assistance Program Southern California Edison Company	LA	6
Scholarship Programs Lockheed Corporation	LA	7
Tuition Refund Plan The Prudential Insurance Company of America	Ventura	8
GEMCO Scholarship Program Department Store Division - Lucky Stores, Inc	Alameda	9
Scholarships Southern California Gas Company	Systemwide	10
The Irvine Company Leadership Awards Program The Irvine Company (TIC)	Orange	11
Corporate Scholarship Program Youth for Understanding	LA	12
Academic Decathlon (County, State and National) California Academic Decathlon Association.	ALL	13
James B. Black Scholarship Program Pacific Gas & Electric Company (PG&E)	SF	15

SCHOLARSHIP AND RECOGNITION PROGRAMS (TAB 19) Cont.

	COUNTY	PAGE
Sunnyvale Schools Spelling Bee Advanced Micrc Devices, Inc.	Santa Clara	16
Environmental Project Hidden Villa	Santa Clara	17
Alhambra Foundry Company, Ltd., Scholarship Foundation Alhambra Foundry Company, Ltd	LA	18
Outstanding Student Award Program California League of Savings Institutions.	LA	19
Bill of Rights Program Coast Federal Savings	LA	20
Outstanding Student Awards Coast Federal Savings	LA	21
Solano County Industrial Education Program Explosive Technology Inc	Solano	22
Assist-A-Grad Scholarship Foundation, Inc. Explosive Technology, Inc	Solano	23
Scholarship Program Grass Valley Group	Nevada	24
Undergraduate Grant in Aid Scholarship Program DeSoto, Inc	Alameda	25
Young Musician Awards Pepsi-Cola Bottling Co. of San Francisco..	SF	26
National Merit Scholarship Program Rockwell International - Corporate	LA	27
Advanced Career Training (ACT) Scholarship Program Rockwell International - Corporate	LA	28
Minority/Female Engineering Scholarship Program Rockwell International - Corporate	LA	29

SCHOLARSHIP AND RECOGNITION PROGRAMS (TAB 19) Cont.

	COUNTY	PAGE
Outstanding Science Teacher and Student Awards Sigma Xi-San Joaquin Chapter..............	Stanislaus	30
Academic Boosters Club Banning High School........................	LA	31
Miscellaneous Contributions/Tours Westinghouse Electric Corporation.........	Santa Clara	32
Girl's Day Los Angeles City and County...............	LA	33
Directory Cover Contest Pacific Bell...............................	Riverside	34
Energy Conservation Create-A-Commercial, Bill-Board & Poster Contests Pacific Gas and Electric Company (PG&E)...	SF	35
Scholarship/Grant Programs Syntex Corporation.........................	Santa Clara	36
National Hispanic Scholarship Fund (NHSF) National Hispanic Scholarship Fund........	SF	38
Golden State Minority Foundation Golden State Minority Foundation..........	LA	39
Success Day California Teachers Association (CTA).....	Statewide	40
Science Talent Search Westinghouse Electric Corporation.........	SF	41
Scholarship Program for Public High School Seniors - Palos Verdes Peninsula and Torrance Unified School Districts Great Lakes Properties, Inc...............	LA	42
Yori Wada Educational Fund Yori Wada Educational Fund................	SF	43

SCHOLARSHIP AND RECOGNITION PROGRAMS (TAB 19) Cont.

	COUNTY	PAGE
Donation to Fire Mountain Foundation Kerr-McGee Chemical Corporation	San Brnrdno	44
National Football Hall of Fame Cubic Corporation	San Diego	45
Bank of America Public Awareness Communications Exchange (PACE) Essay & Speech Contest Bank of America	LA	46
Financial Aid Programs Standard Oil Company of California	SF	47

EDUCATIONAL NONPROFITS (TAB 20)

	COUNTY	PAGE
Yosemite Institute/S.F.P.D. Youth Wilderness Program Yosemite Institute	Marin	2
Arts in Education Performing Tree, Inc	LA	3
Junior Center of Art and Science Junior Center of Art and Science	Alameda	4
Urban Forest Project General Telephone of California	LA	5
Advance Media Training Program Mission High School North Mission Association	SF	6
Environmental Volunteers (EV) Syntex Corporation	Santa Clara	7
The Articulated Community Efforts Program (ACE) The San Francisco Senators, Inc	SF	8
California Coalition for Fair School Finance California Coalition for Fair School Finance	San Mateo	9

EDUCATIONAL NONPROFITS (TAB 20) Cont.

	COUNTY	PAGE
Southern California Environmental Education and Leadership Foundation Rockwell International Inc.	Orange	10
Build and Organize our Training Skills (BOOST) Young Human Resources Development Corporation..............................	Contra Costa	11
Money Management Institute (MMI) Household International....................		12
San Mateo County Arts Council San Mateo County Arts Council.............	San Mateo	13
Bay Area Black United Fund (BABUF) Bay Area Black United Fund...............	Alameda	14
Children's Theatre Workshop - Puppet Show Pacific Bell..............................	Contra Costa	15
Parents Who Care Pacific Bell..............................	Contra Costa	16
Oakland History Room Pacific Bell..............................	Alameda	17
Drinking and Driving Education Commission Pacific Bell..............................	Monterey	18
East Valley Education Foundation (EVEF) Tandem Computers, Inc.....................	Santa Clara	19
San Francisco Educational Services (SFES) San Francisco Educational Services........	SF	20
In-School Opera Programs Scholar Opera, Inc.........................	Santa Clara	21
Prevention of Delinquency Through Constructive Activities Girls Club of S.W. Los Angeles, Inc.......	LA	23
Industry Education Council of California (IECC) Industry Education Council of California..	Statewide	24

EDUCATIONAL NONPROFITS (TAB 20) Cont.

	COUNTY	PAGE
Enterprise for High School Students		
Enterprise for High School Students	SF	26
In-School Scouting		
Angeles Girls Scouts Council	LA	27
Boy Scouts of America	Alameda	27
Girl Scout Centers		
Angeles Girls Scout Council	LA	28
Network		
Network	Alameda	29
Guided Tours of Alexander Lindsay Junior Museum		
Alexander Lindsay Junior Museum	Contra Costa	30
Friends of the San Francisco Public Library		
Friends of the San Francisco Public Library	SF	31
A Community Education Project		
California Coalition for Fair School Finance (CCFSF)	San Mateo	32
Los Angeles Children's Museum		
Los Angeles Children's Museum	LA	33
Junior Statesmen		
The Junior Statesmen Foundation	Statewide	34
International Leadership Seminar		
Hugh O'Brian Youth Foundation	LA	35
Young People of Lynwood		
Western Gear Corporation	LA	36
Young Audiences of the Bay Area, Inc.		
Young Audiences of the Bay Area, Inc.	SF	37
K-12 Public Education in California		
League of Women Voters in California	Sacto	38

EDUCATIONAL NONPROFITS (TAB 20) Cont.

	COUNTY	PAGE
Character Education Curriculum/Achievement Skills		
Thomas Jefferson Research Center.........	LA	39
Educational Television		
KVIE - Channel 6..........................	Sacramento	40
KTEH/Channel 54: Instructional Television Service (ITV)		
KTEH/Channel 54...........................	Santa Clara	41

BUSINESS ASSOCIATION PROGRAMS AND COMMUNITY PARTNERSHIPS (TAB 21)

	COUNTY	PAGE
Background		1
California Manufacturers Association Education Task Force		
California Manufacturers Association.....	Santa Clara	2
San Francisco Chamber of Commerce Education Committee		
San Francisco Chamber of Commerce.......	SF	3
Awareness Week		
Buck Knives, Inc.	San Diego	4
Orange County Industrial League Together: Industry/Education		
Rockwell International Inc.	Orange	5
Adopt-A-Class Program		
El Segundo Chamber of Commerce...........	LA	6
Business Support of School Programs		
Redlands Unified School District.........	San Brnrdn	7
Chamber of Commerce Education and Training Advisory Committee		
San Francisco Chamber of Commerce.......	SF	8

BUSINESS ASSOCIATION PROGRAMS AND COMMUNITY PARTNERSHIPS (TAB 21) Cont.

	COUNTY	PAGE
Los Angeles Area Chamber of Commerce Education Committee		
Los Angeles Area Chamber of Commerce.....	LA	9
Los Angeles Chamber of Commerce-Blue Ribbon Assist Committee		
Pacific Bell..............................	LA	10
Joint Board Meeting - Los Angeles Chamber of Commerce and Los Angeles Unified School District		
Pacific Bell..............................	LA	11
Riverside Business - Education Roundtable		
Pacific Bell..............................	Imperial	12
Los Angeles Chamber of Commerce - Technology, Job Skills and Education		
Pacific Bell..............................	LA	13
Los Angeles Chamber of Commerce - Teacher Quality		
Pacific Bell..............................	LA	14
Los Angeles Chamber of Commerce - Chamber Endorsed Programs		
Pacific Bell..............................	LA	15
Los Angeles Chamber of Commerce - Principal Recognition Awards Program		
Pacific Bell..............................	LA	16
Youth Employment Service		
Glenn County Schools.....................	Glenn	17
Business and Education Serving Together		
Hayward Unified School District..........	Alameda	18
CMA Health Education		
California Medical Association...........	SF	19
Rotary Club Activities		
California Electric Service, Inc.	Alameda	20

BUSINESS ASSOCIATION PROGRAMS AND COMMUNITY PARTNERSHIPS (TAB 21) Cont.

	COUNTY	PAGE
School-Community Partnership San Diego County Department of Education.	San Diego	21
Community Leaders Adding Support to Schools Little Lake City School District.........	LA	22
Placer County Schools Information Center Placer County Office of Education........	Placer	23
Rotary Club of Santa Fe Springs Pilot Chemical Company...................	LA	24

CONFERENCE SPONSORSHIP (TAB 22)

	COUNTY	PAGE
Background		1
C.A.S.A. Conference Chicano Association of School Administrators............................	Santa Clara	2
Chicano Youth Leadership Conference Association of Mexican American Educators	Sacramento	3
Partnerships with Schools Forum Department of Education San Diego County.	San Diego	4
Curriculum Partnership: Getting our Act Together California State University, Hayward &... County Supt. of Schools, Los Angeles.....	Alameda LA	5